

Census  
Ref  
HP  
5429.3  
.0535x  
1979a  
v. 2  
pt. 26  
copy 1

**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

# Missouri

## 1977 CENSUS OF RETAIL TRADE







**Major Retail Centers**  
in Standard Metropolitan  
Statistical Areas

# Missouri



**U.S. Department of Commerce**

**Philip M. Klutznick**, Secretary  
**Luther H. Hodges, Jr.**,  
Under Secretary  
**Courtenay M. Slater**,  
Chief Economist

**BUREAU OF THE CENSUS**  
**Vincent P. Barabba**,  
Director





**BUREAU OF THE CENSUS**  
**Vincent P. Barabba, Director**  
**Daniel B. Levine, Deputy Director**  
**Shirley Kallek, Associate Director for**  
**Economic Fields**  
**Richard B. Quanrud, Assistant Director for**  
**Economic and Agriculture Censuses**

**BUSINESS DIVISION**  
**Tyler R. Sturdevant, Chief**

**ACKNOWLEDGMENTS**—Many persons participated in the various activities of the 1977 Census of Retail Trade. Primary direction of the program was performed by Shirley Kallek, Associate Director for Economic Fields, and Richard B. Quanrud, Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division under the general direction of Tyler R. Sturdevant, Chief. Michael G. Farrell, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of Bobby E. Russell, Chief, Retail Census Branch, with primary staff assistance by Dennis P. Pike, Mark E. Wallace, Merrihew Scarborough, Don Overton, Scott Dillon, and John Vignali. Alvin H. Barten, assisted by Sidney O. Marcus, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of Heyward D. Glisson, Assistant Division Chief for Data Processing. William C. Wester, Chief, Census Programming Branch, assisted by Andrew K. Nelson and Leonard S. Sammarco, was primarily responsible for planning and implementing the programs.

Bureau delineation of major retail centers was conducted by the Field Division, Richard Burt, Chief, under the direction of Darren Althouse, Chief, Economic Surveys Branch, assisted by John Guest.

Forms design was performed in the Administrative Services Division, Henry J. Husmann, Chief. The entire staff of the Forms and Mail Management Branch made significant contributions in the planning, design, review, and composition of the forms.

Within the Publications Services Division, many individuals made significant contributions in publication planning and design, editorial review, composition, and printing procurement. These operations were performed under the direction of Raymond J. Koski, Chief, assisted by Milton S. Andersen, Gerald A. Mann, Wayne H. Massey, Helen M. Curtis, Jacqueline A. Gans, Charles C. Huntley, Nicholas Preftakes, Rosemary B. Vance, and Robert Warunek.

Clerical and data keying operations were performed in the Data Preparation Division at Jeffersonville, Ind., under the direction of Don L. Adams, Chief, assisted by Rebecca Lamon and George Wilson. Clerical supervision was provided by Helen Swank.

The geographic coding procedures and computer programs were developed in the Geography Division under the direction of Jacob Silver, Chief, assisted by Silla G. Tomasi, Gerald Cranford, Terence D.

McDowell, Dan Harding, Phyllis Krause, Walter Yergen, and Rose J.A. Quarato.

Computer processing was directed by C. Thomas DiNenna, Chief, Computer Services Division. John E. Halterman, Jesse J. Verdeja, Willie E. Clark, and Norman W. Larsen, provided staff assistance.

Lawrence E. Cornish, Systems Software Division, made significant contributions by developing special-purpose computer programs for publication preparation.

Donald E. Young, Lawrence H. Lyons, and Robert S. Taylor, of the Office of the Assistant Director for Economic and Agriculture Censuses, participated in overall planning and review of the census operations.

This report is a retabulation of selected data from the 1977 Census of Retail Trade previously included in the Geographic Area Series (RC77-A) of reports. The many individuals who contributed to the planning, implementation, and review of the entire census thereby helped make this report possible.

Special acknowledgment is also due the local Census Statistical Areas Committees (CSAC's), which delineated areas included in this report, and to the many businesses whose cooperation has contributed to the publication of these data.

**Library of Congress Cataloging in Publication Data**

United States. Bureau of the Census.  
1977 census of retail trade.

**CONTENTS:** [1] Geographic area statistics.  
[2] Major retail centers in standard metropolitan statistical areas. [3] Subject reports. [4] Merchandise line sales.

1. Retail trade—United States—States—Statistics.  
2. Retail trade—United States—Statistics. I. Title.  
II. Title: Census of retail trade.  
HF5429.3.U535 1978 381 78-606155

For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, or any U.S. Department of Commerce district office. Postage stamps not acceptable; currency submitted at sender's risk. Remittances from foreign countries must be by international money order or by draft on a U.S. bank. Stock No. 003-024-01982-5

## WHAT IS IN THE TABLES

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts In the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 2	No. 3	No. 4	No. 5

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales	
		City	Standard metropolitan statistical area	Central business district	Standard metropolitan statistical area

## AIDS TO TABLE USE

### DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

### MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

### DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

### ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	Central Business District.
(D)	Withheld to avoid disclosing data for individual companies.
MRC	Major Retail Center.
(NA)	Not available.
(NC)	Not comparable.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.
(X)	Not applicable.
—	Zero.
*	Independent city.



## INTRODUCTION

HISTORY OF THE ECONOMIC CENSUSES. . . . .	V
USES OF THE ECONOMIC CENSUSES. . . . .	V
AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES. . . . .	V
CENSUS OF RETAIL TRADE . . . . .	V
MAJOR RETAIL CENTERS . . . . .	VI
CENSUS DISCLOSURE RULES . . . . .	VII
GEOGRAPHIC AREAS COVERED . . . . .	VII

### HISTORY OF THE ECONOMIC CENSUSES

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

### USES OF THE ECONOMIC CENSUSES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

### AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

### CENSUS OF RETAIL TRADE

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.<sup>1</sup> It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

<sup>1</sup> Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

## MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

### Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

### Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area

statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

### Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores<sup>1</sup> located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.<sup>2</sup> MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 531).

### Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

<sup>1</sup> An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

<sup>2</sup> Minimum square footage criterion was waived in a few special cases at request of local CSAC.



## CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.<sup>1 2</sup>
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

<sup>1</sup> For all establishments, including those with no payroll.

<sup>2</sup> Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

## GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.





# CONTENTS

[Page numbers listed here omit prefix number that appears as part of the number of each page]

	Page
What Is In the Tables . . . . .	III
Aids to Table Use . . . . .	IV
Introduction . . . . .	V
State Map . . . . .	3

The following are common to each SMSA which has a central business district and at least one major retail center. Applicable tables and maps have been omitted in areas where either no central business district or no major retail center existed.

## MAPS

Standard Metropolitan Statistical Area  
Central Business Districts  
Major Retail Centers

## TABLES

1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977
2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977
3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977
4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977
5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972
6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business
7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

## SMSA's

Columbia . . . . .	4
Kansas City . . . . .	12
St. Joseph . . . . .	28
St. Louis . . . . .	35
Springfield . . . . .	50

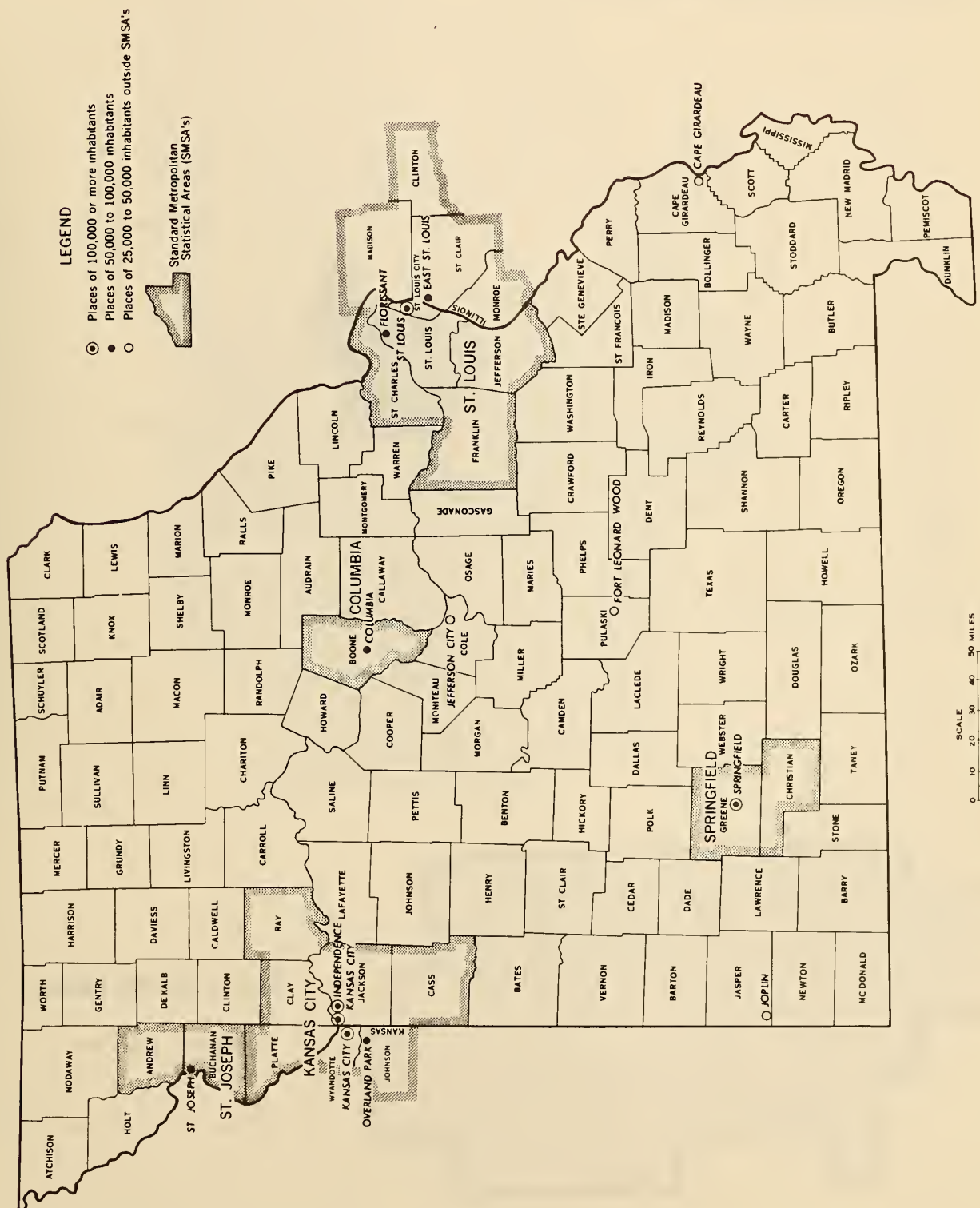
## APPENDIXES

A. General Explanation . . . . .	A-1
B. General Questions . . . . .	B-1
C. Kind-of-Business Titles and Reporting-Form Numbers . . . . .	C-1
D. Standard Metropolitan Statistical Areas . . . . .	D-1
E. Major Retail Centers . . . . .	E-1
F. Major Retail Center Delineation by Geographic Areas . . . . .	F-1



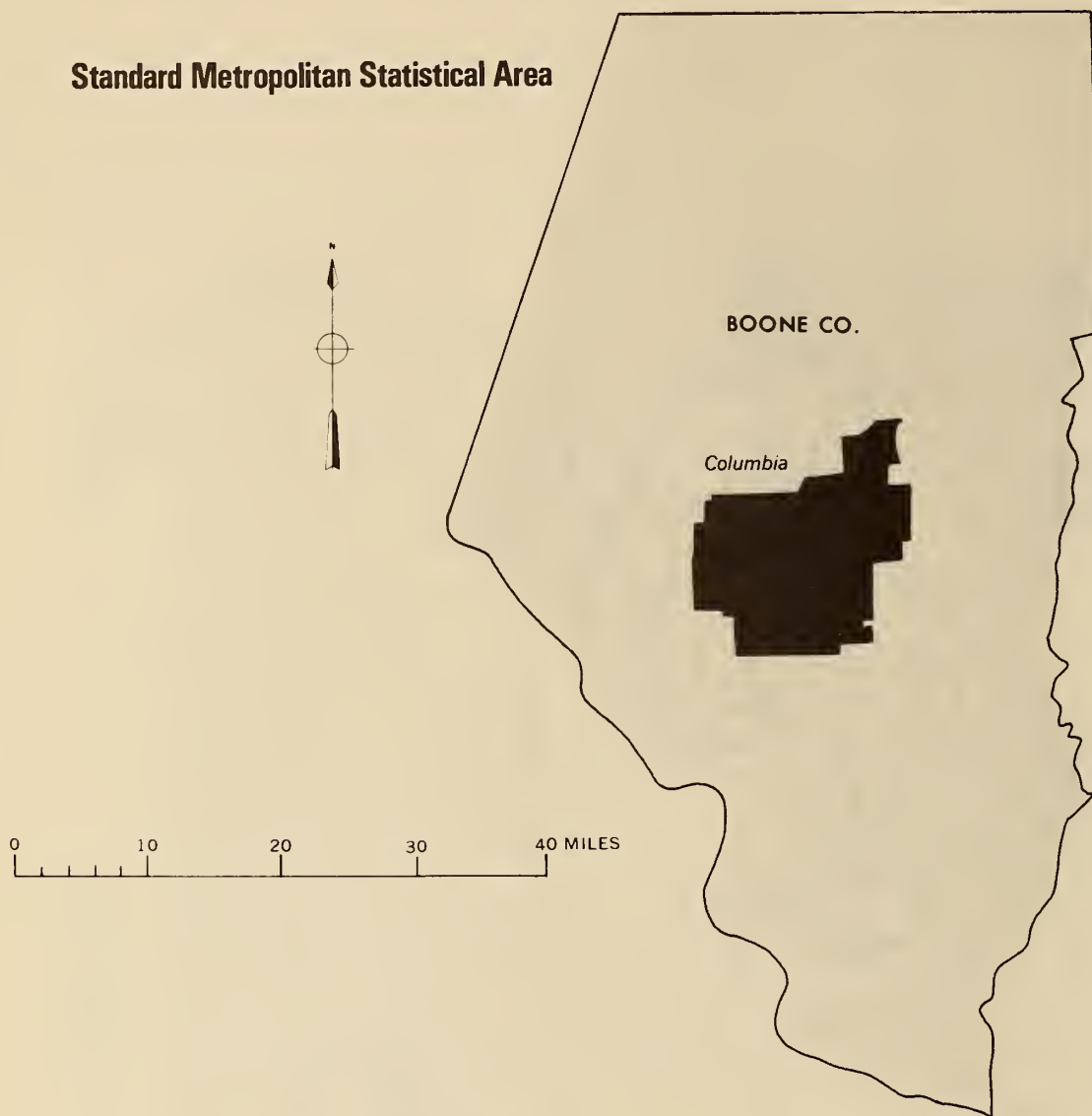


## MISSOURI



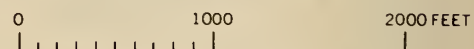
## COLUMBIA

## Standard Metropolitan Statistical Area



## Central Business District

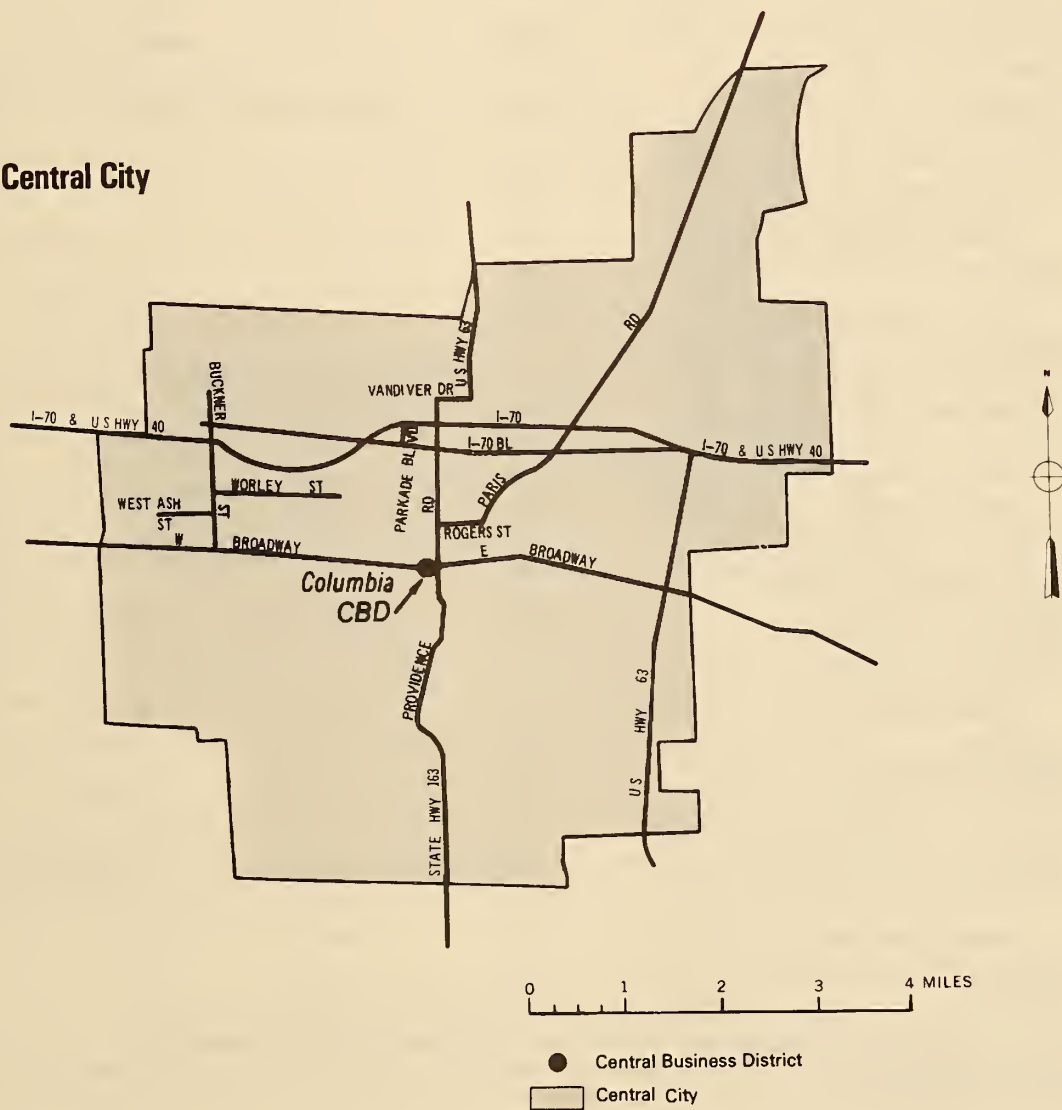
Comprising Census Tract 1





## COLUMBIA

## Central City



**Table 1. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district
	<b>Retail stores:<sup>1 2</sup></b>			
	Number -----	723	612	151
	Sales (\$1,000) -----	319 040	(D)	55 217
	Payroll entire year (\$1,000) -----	(D)	38 058	8 636
	Paid employees for week including March 12 ---	(D)	6 631	1 627
54, 58, 591	<b>Convenience goods stores:</b>			
	Number -----	206	173	41
	Sales (\$1,000) -----	(D)	(D)	(D)
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>			
	Number -----	231	214	75
	Sales (\$1,000) -----	90 469	(D)	24 573
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>			
	Number -----	286	225	35
	Sales (\$1,000) -----	(D)	106 587	(D)
	<b>Number of Establishments</b>			
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>723</b>	<b>612</b>	<b>151</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>49</b>	<b>40</b>	<b>5</b>
525	Hardware stores -----	11	6	-
52 ex. 525	Other -----	38	34	5
53	<b>General merchandise group stores -----</b>	<b>26</b>	<b>20</b>	<b>3</b>
531	Department stores <sup>4</sup> -----	7	7	1
533	Variety stores -----	3	1	-
539	Miscellaneous general merchandise stores -----	16	12	2
54	<b>Food stores<sup>5</sup> -----</b>	<b>55</b>	<b>42</b>	<b>10</b>
541	Grocery stores -----	41	29	4
55 ex. 554	<b>Automotive dealers -----</b>	<b>57</b>	<b>44</b>	<b>5</b>
554	<b>Gasoline service stations -----</b>	<b>80</b>	<b>65</b>	<b>5</b>
56	<b>Apparel and accessory stores -----</b>	<b>74</b>	<b>70</b>	<b>30</b>
561	Men's and boys' clothing and furnishings stores --	14	13	7
562, 3, 8	Women's clothing and specialty stores and furriers -----	30	28	12
562	Women's ready-to-wear stores -----	24	22	10
565	Family clothing stores -----	10	10	3
566	Shoe stores -----	14	13	7
564, 9	Other apparel and accessory stores -----	6	6	1
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>61</b>	<b>58</b>	<b>15</b>
5712	Furniture stores -----	20	19	4
5713, 4, 9	Home furnishings stores -----	13	12	2
572, 3	Household appliance, radio, television, and music stores -----	28	27	9
58	<b>Eating and drinking places -----</b>	<b>136</b>	<b>117</b>	<b>28</b>
5812	Eating places -----	121	104	23
5813	Drinking places (alcoholic beverages) -----	15	13	5
591	<b>Drug and proprietary stores -----</b>	<b>15</b>	<b>14</b>	<b>3</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>170</b>	<b>142</b>	<b>47</b>
592	Liquor stores -----	15	8	2
594	Miscellaneous shopping goods stores -----	70	66	27
5992	Florists -----	11	9	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Columbia CBD</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>151</b>	<b>55 217</b>	<b>8 636</b>	<b>2 096</b>	<b>1 627</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>5</b>	<b>2 566</b>	<b>442</b>	<b>113</b>	<b>36</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	5	2 566	442	113	36
53	<b>General merchandise group stores -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>10</b>	<b>10 003</b>	<b>1 177</b>	<b>289</b>	<b>183</b>
541	Grocery stores -----	4	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>5</b>	<b>1 243</b>	<b>235</b>	<b>60</b>	<b>24</b>
554	<b>Gasoline service stations -----</b>	<b>5</b>	<b>2 160</b>	<b>112</b>	<b>24</b>	<b>19</b>
56	<b>Apparel and accessory stores -----</b>	<b>30</b>	<b>8 490</b>	<b>1 577</b>	<b>406</b>	<b>268</b>
561	Men's and boys' clothing and furnishings stores -----	7	1 426	310	96	36
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	4 363	797	195	152
562	Women's ready-to-wear stores -----	10	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	1 356	213	50	30
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>15</b>	<b>3 529</b>	<b>568</b>	<b>134</b>	<b>94</b>
5712	Furniture stores -----	4	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	2 676	389	91	60
58	<b>Eating and drinking places -----</b>	<b>28</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	23	6 590	1 666	404	520
5813	Drinking places (alcoholic beverages) -----	5	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>47</b>	<b>8 006</b>	<b>1 210</b>	<b>283</b>	<b>193</b>
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	27	(D)	(D)	(D)	(D)
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Columbia</b>					
	Retail stores <sup>2</sup> -----	612	(D)	38 058	8 998	6 631
52	Building materials, hardware, garden supply, and mobile home dealers -----	40	23 415	2 569	654	262
525	Hardware stores -----	6	(D)	535	194	52
52 ex. 525	Other -----	34	(D)	2 034	460	210
53	General merchandise group stores -----	20	(D)	5 569	1 160	837
531	Department stores <sup>3</sup> -----	7	37 629	5 055	1 042	716
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	12	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	42	53 908	5 557	1 322	759
541	Grocery stores -----	29	(D)	5 190	1 244	634
55 ex. 554	Automotive dealers -----	44	(D)	5 141	1 190	437
554	Gasoline service stations -----	65	20 903	1 719	429	286
56	Apparel and accessory stores -----	70	19 055	3 288	858	591
561	Men's and boys' clothing and furnishings stores -----	13	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	28	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	22	(D)	(D)	(D)	(D)
565	Family clothing stores -----	10	(D)	704	212	130
566	Shoe stores -----	13	2 650	388	90	65
564, 9	Other apparel and accessory stores -----	6	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	58	12 764	(D)	(D)	(D)
5712	Furniture stores -----	19	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	12	2 846	387	86	49
572, 3	Household appliance, radio, television, and music stores -----	27	(D)	884	206	113
58	Eating and drinking places -----	117	(D)	8 157	1 927	2 478
5812	Eating places -----	104	(D)	7 874	1 857	2 348
5813	Drinking places (alcoholic beverages) -----	13	(D)	283	70	130
591	Drug and proprietary stores -----	14	12 689	1 295	326	198
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	142	(D)	(D)	(D)	(D)
592	Liquor stores -----	8	(D)	70	21	21
594	Miscellaneous shopping goods stores -----	66	14 953	2 145	520	400
5992	Florists -----	9	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>Columbia, Mo., SMSA</b>						
	<b>Retail stores<sup>2</sup> -----</b>	<b>723</b>	<b>319 040</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>49</b>	<b>27 642</b>	<b>2 915</b>	<b>728</b>	<b>304</b>
525	Hardware stores -----	11	5 428	670	223	69
52 ex. 525	Other -----	38	22 214	2 245	505	235
53	<b>General merchandise group stores -----</b>	<b>26</b>	<b>43 318</b>	<b>5 604</b>	<b>1 168</b>	<b>849</b>
531	Department stores <sup>3</sup> -----	7	37 629	5 055	1 042	716
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	16	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>55</b>	<b>60 329</b>	<b>6 081</b>	<b>1 461</b>	<b>841</b>
541	Grocery stores -----	41	58 313	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>57</b>	<b>61 067</b>	<b>5 644</b>	<b>1 310</b>	<b>480</b>
554	<b>Gasoline service stations -----</b>	<b>80</b>	<b>23 582</b>	<b>1 860</b>	<b>472</b>	<b>316</b>
56	<b>Apparel and accessory stores -----</b>	<b>74</b>	<b>19 246</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
561	Men's and boys' clothing and furnishings stores -----	14	(D)	658	182	100
562, 3, 8	Women's clothing and specialty stores and furriers -----	30	8 509	1 493	364	286
562	Women's ready-to-wear stores -----	24	(D)	1 255	309	236
565	Family clothing stores -----	10	(D)	704	212	130
566	Shoe stores -----	14	(D)	388	90	65
564, 9	Other apparel and accessory stores -----	6	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>61</b>	<b>12 881</b>	<b>1 691</b>	<b>386</b>	<b>219</b>
5712	Furniture stores -----	20	(D)	420	94	57
5713, 4, 9	Home furnishings stores -----	13	(D)	387	86	49
572, 3	Household appliance, radio, television, and music stores -----	28	(D)	884	206	113
58	<b>Eating and drinking places -----</b>	<b>136</b>	<b>33 632</b>	<b>8 474</b>	<b>2 005</b>	<b>2 589</b>
5812	Eating places -----	121	32 138	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	15	1 494	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>15</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>170</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	15	2 280	117	32	30
594	Miscellaneous shopping goods stores -----	70	15 024	(D)	(D)	(D)
5992	Florists -----	11	(D)	245	65	57

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Columbia, Mo. SMSA in 1972



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district <sup>2</sup>	City	Standard metropolitan statistical area
	<b>Columbia</b>			
	Retail stores <sup>3</sup> -----	(NA)	(D)	79.7
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NA)	65.3	62.7
525	Hardware stores -----	(NA)	(D)	(D)
52 ex. 525	Other -----	(NA)	(D)	42.1
53	General merchandise group stores -----	(NA)	72.9	(D)
531	Department stores <sup>4</sup> -----	(NA)	73.0	73.0
533	Variety stores -----	(NA)	-74.3	(D)
539	Miscellaneous general merchandise stores -----	(NA)	(NC)	(NC)
54	Food stores <sup>5</sup> -----	(NA)	75.0	70.5
541	Grocery stores -----	(NA)	74.4	69.8
55 ex. 554	Automotive dealers -----	(NA)	(D)	115.0
554	Gasoline service stations -----	(NA)	63.0	61.2
56	Apparel and accessory stores -----	(NA)	65.4	64.2
561	Men's and boys' clothing and furnishings stores -----	(NA)	57.3	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(NA)	(D)	(D)
562	Women's ready-to-wear stores -----	(NA)	32.3	32.0
565	Family clothing stores -----	(NA)	(D)	(D)
566	Shoe stores -----	(NA)	(D)	(D)
564, 9	Other apparel and accessory stores -----	(NA)	123.6	123.6
57	Furniture, home furnishings, and equipment stores -----	(NA)	44.4	41.2
5712	Furniture stores -----	(NA)	14.4	7.1
5713, 4, 9	Home furnishings stores -----	(NA)	91.5	93.4
572, 3	Household appliance, radio, television, and music stores -----	(NA)	(D)	(D)
58	Eating and drinking places -----	(NA)	(D)	129.9
5812	Eating places -----	(NA)	147.1	(D)
5813	Drinking places (alcoholic beverages) -----	(NA)	61.6	(D)
591	Drug and proprietary stores -----	(NA)	(D)	72.7
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	(NA)	(D)	(D)
592	Liquor stores -----	(NA)	(D)	-37.8
594	Miscellaneous shopping goods stores -----	(NA)	105.0	105.5
5992	Florists -----	(NA)	108.3	102.4

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>This CBD did not qualify as a central business district in 1972.

<sup>3</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Columbia</b>					
	Retail stores <sup>1</sup> -----	(D)	17.3	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	11.0	9.3	4.6	(D)	8.7
525	Hardware stores -----	(D)	-	-	1.4	1.7
52 ex. 525	Other -----	(D)	11.6	4.6	6.6	7.0
53	General merchandise group stores -----	13.7	(D)	(D)	14.5	13.6
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	(D)	11.8
533	Variety stores -----	(D)	(D)	-	0.1	(D)
539	Miscellaneous general merchandise stores -----	2.2	2.1	(D)	1.6	(D)
54	Food stores <sup>3</sup> -----	18.6	16.6	18.1	(D)	18.9
541	Grocery stores -----	17.7	(D)	(D)	17.6	18.3
55 ex. 554	Automotive dealers -----	(D)	2.0	2.3	18.5	19.1
554	Gasoline service stations -----	10.3	9.2	3.9	(D)	7.4
56	Apparel and accessory stores -----	44.6	44.1	15.4	(D)	6.0
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	2.6	1.2	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	51.3	7.9	2.8	2.7
562	Women's ready-to-wear stores -----	48.7	47.9	(D)	2.4	(D)
565	Family clothing stores -----	29.6	29.6	(D)	1.3	(D)
566	Shoe stores -----	51.2	(D)	2.5	(D)	(D)
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.2	(D)
57	Furniture, home furnishings, and equipment stores -----	27.6	27.4	6.4	(D)	4.0
5712	Furniture stores -----	18.6	18.2	(D)	1.2	(D)
5713, 4, 9	Home furnishings stores -----	(D)	6.9	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	4.8	2.2	(D)
58	Eating and drinking places -----	22.9	(D)	(D)	11.0	10.5
5812	Eating places -----	(D)	20.5	11.9	10.5	10.1
5813	Drinking places (alcoholic beverages) -----	57.5	(D)	(D)	0.5	0.5
591	Drug and proprietary stores -----	(D)	46.3	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	14.5	7.6	(D)
592	Liquor stores -----	29.1	(D)	(D)	0.4	0.7
594	Miscellaneous shopping goods stores -----	(D)	(D)	(D)	(D)	4.7
5992	Florists -----	(D)	(D)	(D)	0.5	(D)

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

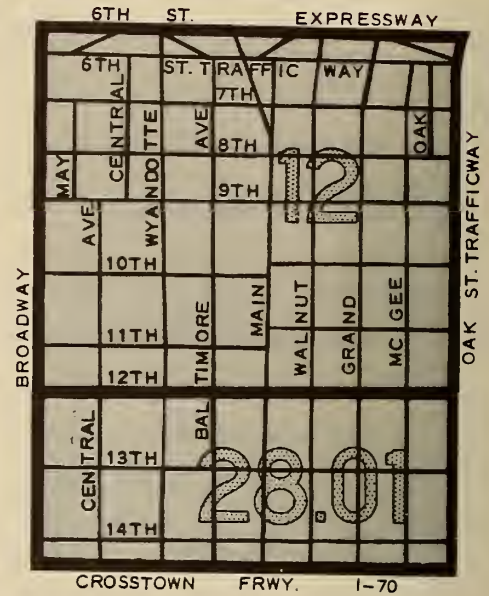
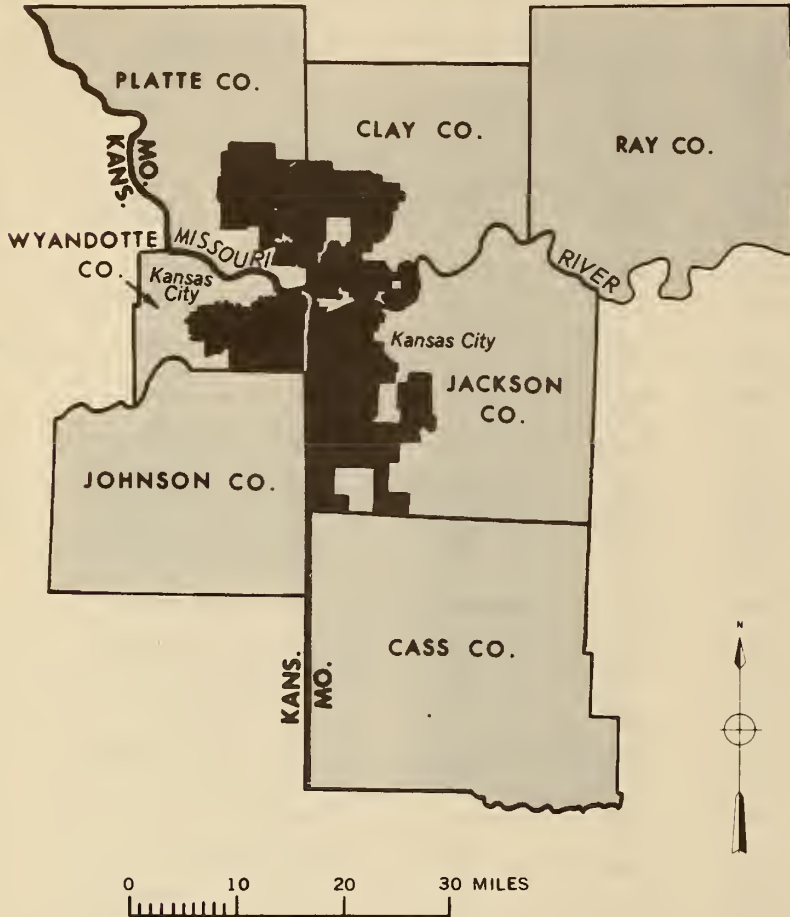
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

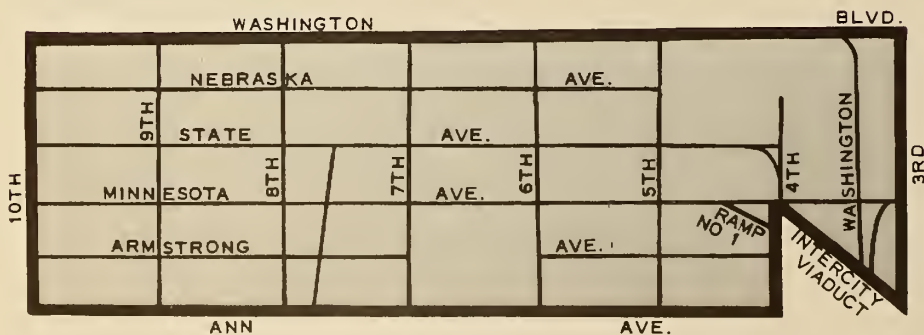
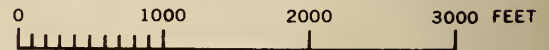
# KANSAS CITY

## Standard Metropolitan Statistical Area



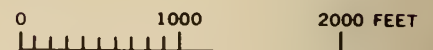
### Kansas City, Mo. Central Business District

Comprising Census Tracts 12 and 28.01



### Kansas City, Kans. Central Business District

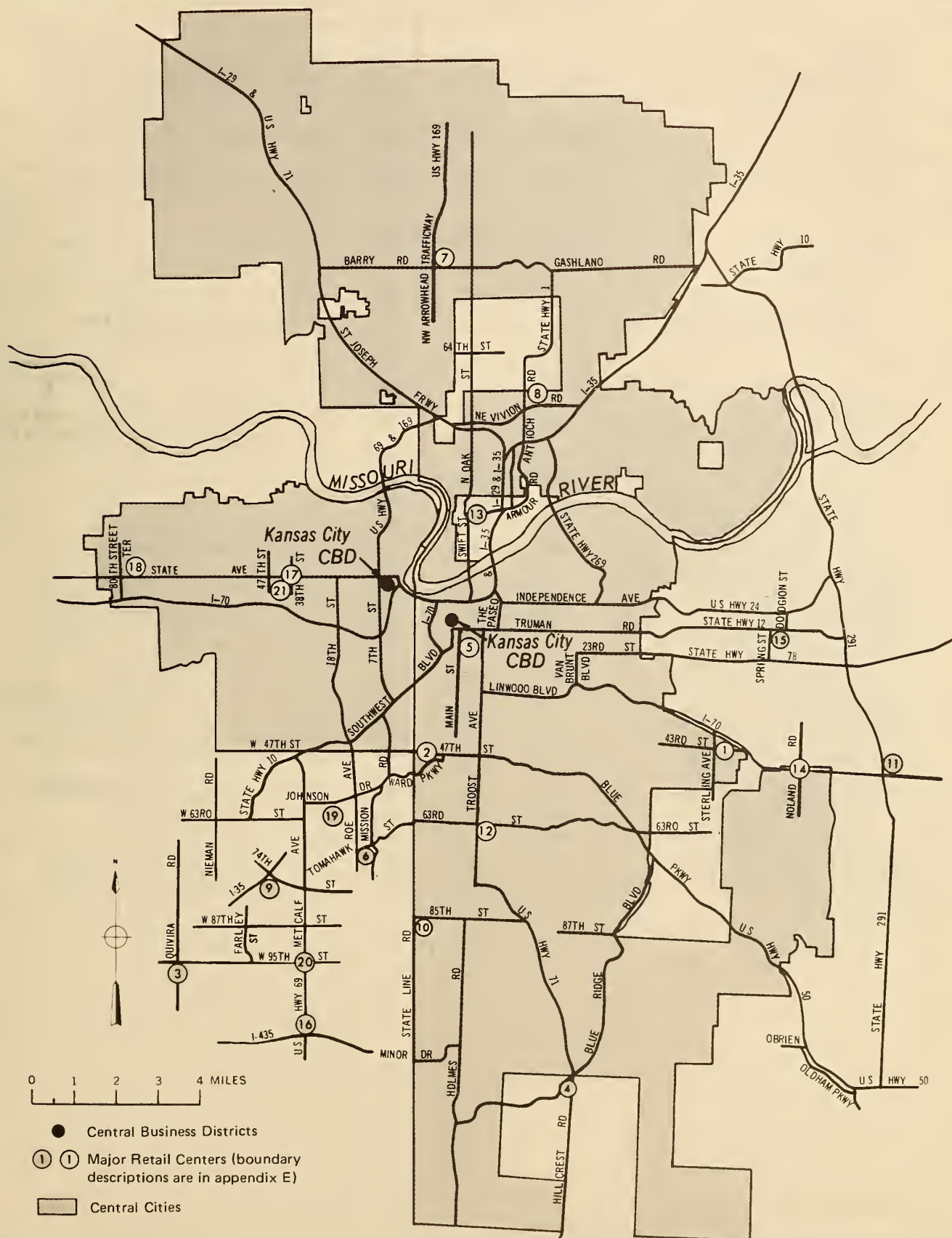
Comprising Census Tract 418





## Major Retail Centers

## KANSAS CITY



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail centers		
			Kansas City, Mo.	Kansas City, Kans.	Kansas City, Mo.	Kansas City, Kans.	No. 1	No. 2	No. 3
	<b>Retail stores:<sup>1 2</sup></b>								
	Number -----	9 836	3 548	1 122	219	52	58	107	100
	Sales (\$1,000) -----	4 755 917	1 702 889	(D)	91 146	49 269	79 355	79 708	76 322
	Payroll entire year (\$1,000) -----	596 213	248 167	(D)	30 598	5 427	10 684	15 177	10 722
	Paid employees for week including March 12 ---	89 661	36 743	(D)	3 932	597	1 634	2 630	2 186
54, 58, 591	<b>Convenience goods stores:</b>								
	Number -----	3 256	1 352	402	106	22	9	28	20
	Sales (\$1,000) -----	1 464 200	575 514	(D)	23 272	8 061	3 104	15 792	(D)
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>								
	Number -----	2 739	966	258	76	15	43	64	70
	Sales (\$1,000) -----	1 360 657	551 131	126 989	61 182	7 410	74 912	60 371	66 703
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>								
	Number -----	3 841	1 230	462	37	15	6	15	10
	Sales (\$1,000) -----	1 931 060	576 244	214 875	6 692	33 798	1 339	3 545	(D)
	<b>Number of Establishments</b>								
	<b>Retail stores<sup>1 2</sup> -----</b>	9 836	3 548	1 122	219	52	58	107	100
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	490	127	49	3	1	-	-	-
525	Hardware stores -----	130	38	9	-	-	-	-	-
52 ex. 525	Other -----	360	89	40	3	1	-	-	-
53	<b>General merchandise group stores -----</b>	265	81	29	3	1	5	4	5
531	Department stores <sup>4</sup> -----	69	24	7	2	-	3	2	5
533	Variety stores -----	86	29	9	1	1	2	1	-
539	Miscellaneous general merchandise stores -----	110	28	13	-	-	-	1	-
54	<b>Food stores<sup>5</sup> -----</b>	1 035	394	145	4	5	4	7	5
541	Grocery stores -----	677	263	109	2	3	-	1	1
55 ex. 554	<b>Automotive dealers -----</b>	845	274	93	1	3	1	-	-
554	<b>Gasoline service stations -----</b>	933	317	126	3	1	1	2	-
56	<b>Apparel and accessory stores -----</b>	783	301	71	38	6	23	34	41
561	Men's and boys' clothing and furnishings stores --	140	52	13	7	1	4	4	14
562, 3, 8	Women's clothing and specialty stores and furriers -----	278	113	22	15	3	7	16	15
562	Women's ready-to-wear stores -----	241	89	19	10	3	6	13	13
565	Family clothing stores -----	103	31	10	3	1	3	4	4
566	Shoe stores -----	167	66	16	8	-	6	7	8
564, 9	Other apparel and accessory stores -----	95	39	10	5	1	3	3	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	787	256	84	6	5	4	10	4
5712	Furniture stores -----	204	64	24	1	4	-	3	-
5713, 4, 9	Home furnishings stores -----	261	89	28	3	1	-	6	1
572, 3	Household appliance, radio, television, and music stores -----	322	103	32	2	-	4	1	3
58	<b>Eating and drinking places -----</b>	1 975	859	232	90	12	4	20	14
5812	Eating places -----	1 557	619	170	65	8	4	18	14
5813	Drinking places (alcoholic beverages) -----	418	240	62	25	4	-	2	-
591	<b>Drug and proprietary stores -----</b>	246	99	25	12	5	1	1	1
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	2 477	840	268	59	13	15	29	30
592	Liquor stores -----	355	87	82	3	2	-	-	1
594	Miscellaneous shopping goods stores -----	904	328	74	29	3	11	16	20
5992	Florists -----	164	63	14	5	1	1	1	3

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.									
		No. 4	No. 5	No. 6	No. 7	No. 8	No. 9	No. 10	No. 11	No. 12	
54, 58, 591	<b>Retail stores:<sup>1 2</sup></b>										
	Number -----	39	73	34	65	71	23	63	117	28	
	Sales (\$1,000) -----	33 668	16 876	27 335	36 650	43 987	9 341	60 028	63 562	14 643	
	Payroll entire year (\$1,000) -----	3 990	3 383	4 470	5 284	6 832	1 621	8 811	9 250	2 149	
	Paid employees for week including March 12 ---	663	503	643	738	1 267	146	1 622	1 663	483	
53, 56, 57; 594	<b>Convenience goods stores:</b>										
	Number -----	7	7	7	12	16	6	11	21	6	
	Sales (\$1,000) -----	9 150	1 169	8 918	2 095	(D)	2 885	3 395	3 981	(D)	
52, 55, 59, ex. 591, 4, 6	<b>Shopping goods stores (GAF):<sup>3</sup></b>										
	Number -----	22	48	20	50	42	11	41	88	20	
	Sales (\$1,000) -----	18 985	13 948	15 625	34 256	33 205	4 854	55 393	58 285	13 060	
	<b>All other stores:</b>										
	Number -----	10	18	7	3	13	6	11	8	2	
	Sales (\$1,000) -----	5 533	1 759	2 792	299	(D)	1 602	1 240	1 296	(D)	
52	<b>Number of Establishments</b>										
	<b>Retail stores<sup>1 2</sup> -----</b>	39	73	34	65	71	23	63	117	28	
525 52 ex. 525	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	3	-	2	-	5	3	-	-	-	
	Hardware stores -----	1	-	1	-	1	1	-	-	-	
53	Other -----	2	-	1	-	4	2	-	-	-	
	<b>General merchandise group stores -----</b>	4	1	2	3	2	1	4	3	2	
531	Department stores <sup>4</sup> -----	3	1	1	3	2	1	3	3	1	
	Variety stores -----	1	-	1	-	-	-	1	-	1	
533	Miscellaneous general merchandise stores -----	-	-	-	-	-	-	-	-	-	
	<b>Food stores<sup>5</sup> -----</b>	2	6	4	3	3	2	3	8	3	
541	Grocery stores -----	2	2	1	-	1	1	-	-	-	
	<b>Automotive dealers -----</b>	1	-	-	-	4	-	-	-	-	
554	Gasoline service stations -----	1	-	3	-	-	1	2	-	-	
	<b>Apparel and accessory stores -----</b>	11	16	9	28	22	2	22	56	12	
561 562, 3, 8	Men's and boys' clothing and furnishings stores --	1	1	2	8	4	-	4	12	3	
	Women's clothing and specialty stores and furriers -----	4	7	3	10	11	1	9	22	6	
562	Women's ready-to-wear stores -----	3	4	3	8	11	1	7	20	6	
	Family clothing stores -----	-	3	1	5	1	-	2	7	-	
566	Shoe stores -----	4	3	3	5	6	-	5	9	2	
	Other apparel and accessory stores -----	2	2	-	-	-	1	2	6	1	
57	<b>Furniture, home furnishings, and equipment stores -----</b>	1	5	2	6	7	6	4	11	2	
	Furniture stores -----	-	-	-	1	2	1	-	2	-	
5712 5713, 4, 9 572, 3	Home furnishings stores -----	-	4	1	-	1	2	1	2	1	
	Household appliance, radio, television, and music stores -----	1	1	1	5	4	3	3	7	1	
58	<b>Eating and drinking places -----</b>	4	-	2	9	12	3	8	13	3	
	Eating places -----	4	-	2	9	11	3	8	13	3	
5812 5813	Drinking places (alcoholic beverages) -----	-	-	-	-	1	-	-	-	-	
	<b>Drug and proprietary stores -----</b>	1	1	1	-	1	1	-	-	-	
591	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	11	44	9	16	15	4	20	26	6	
	Liquor stores -----	-	1	-	-	-	1	-	-	-	
592 594 5992	Miscellaneous shopping goods stores -----	6	26	7	13	11	2	11	18	4	
	Florists -----	-	2	1	1	1	-	1	2	-	

See footnotes at end of table.



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.								
		No. 13	No. 14	No. 15	No. 16	No. 17	No. 18	No. 19	No. 20	No. 21
	<b>Retail stores:<sup>1 2</sup></b>									
	Number -----	38	73	61	69	25	34	44	112	77
	Sales (\$1,000) -----	17 483	65 211	9 703	34 129	38 351	37 615	32 513	121 832	54 396
	Payroll entire year (\$1,000) -----	2 323	7 786	1 430	4 392	4 821	4 241	3 890	15 718	7 950
	Paid employees for week including March 12 ---	427	1 257	254	757	694	682	671	2 531	1 465
54, 58, 591	<b>Convenience goods stores:</b>									
	Number -----	15	24	14	19	6	9	10	20	17
	Sales (\$1,000) -----	9 486	18 377	1 252	12 550	11 718	8 765	9 667	10 070	4 918
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>									
	Number -----	16	29	30	35	13	15	27	73	56
	Sales (\$1,000) -----	5 435	35 469	5 981	7 341	24 221	13 008	21 390	107 726	48 517
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>									
	Number -----	7	20	17	15	6	10	7	19	4
	Sales (\$1,000) -----	2 562	11 365	2 470	14 238	2 412	15 842	1 456	4 036	961
	<b>Number of Establishments</b>									
	Retail stores <sup>1 2</sup> -----	38	73	61	69	25	34	44	112	77
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	1	3	1	1	1	-	2	-
525	Hardware stores -----	-	-	-	-	-	-	-	-	-
52 ex. 525	Other -----	1	1	3	1	1	1	-	2	-
53	General merchandise group stores -----	2	2	1	1	3	3	4	6	4
531	Department stores <sup>4</sup> -----	1	2	-	-	2	1	2	4	3
533	Variety stores -----	1	-	-	-	1	1	1	1	1
539	Miscellaneous general merchandise stores -----	-	-	1	1	-	1	1	1	-
54	Food stores <sup>5</sup> -----	3	5	3	6	2	3	6	6	9
541	Grocery stores -----	1	2	2	3	2	3	3	1	-
55 ex. 554	Automotive dealers -----	3	6	2	2	1	4	1	1	-
554	Gasoline service stations -----	-	8	2	2	2	3	1	1	1
56	Apparel and accessory stores -----	8	8	11	7	4	6	11	35	37
561	Men's and boys' clothing and furnishings stores --	2	1	-	1	1	1	2	10	9
562, 3, 8	Women's clothing and specialty stores and furriers -----	4	4	5	2	1	2	5	13	15
562	Women's ready-to-wear stores -----	4	4	5	2	1	2	4	12	13
565	Family clothing stores -----	-	-	4	-	1	1	-	4	2
566	Shoe stores -----	-	2	2	2	1	1	2	7	9
564, 9	Other apparel and accessory stores -----	2	1	-	2	-	1	2	1	2
57	Furniture, home furnishings, and equipment stores -----	2	11	8	17	4	2	6	12	6
5712	Furniture stores -----	1	1	1	6	1	-	-	1	-
5713, 4, 9	Home furnishings stores -----	1	2	2	4	-	-	1	4	2
572, 3	Household appliance, radio, television, and music stores -----	-	8	5	7	3	2	5	7	4
58	Eating and drinking places -----	9	18	9	12	3	6	3	13	7
5812	Eating places -----	9	18	6	11	3	6	3	13	7
5813	Drinking places (alcoholic beverages) -----	-	-	3	1	-	-	-	-	-
591	Drug and proprietary stores -----	3	1	2	1	1	-	1	1	1
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	7	13	20	20	4	6	11	35	12
592	Liquor stores -----	-	2	1	3	-	2	1	3	-
594	Miscellaneous shopping goods stores -----	4	8	10	10	2	4	6	20	9
5992	Florists -----	1	-	1	3	1	-	1	1	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Kansas City, Mo. CBD</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>219</b>	<b>91 146</b>	<b>30 598</b>	<b>7 403</b>	<b>3 932</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>3</b>	<b>953</b>	<b>132</b>	<b>29</b>	<b>15</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	953	132	29	15
53	<b>General merchandise group stores -----</b>	<b>3</b>	<b>33 682</b>	<b>13 737</b>	<b>3 263</b>	<b>1 490</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores<sup>4</sup>-----</b>	<b>4</b>	<b>450</b>	<b>83</b>	<b>24</b>	<b>28</b>
541	Grocery stores -----	2	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>3</b>	<b>1 365</b>	<b>154</b>	<b>34</b>	<b>23</b>
56	<b>Apparel and accessory stores -----</b>	<b>38</b>	<b>17 721</b>	<b>7 632</b>	<b>1 981</b>	<b>1 031</b>
561	Men's and boys' clothing and furnishings stores -----	7	1 318	212	47	32
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	7 888	2 764	719	374
562	Women's ready-to-wear stores -----	10	6 160	2 488	598	349
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	2 362	740	164	74
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>6</b>	<b>995</b>	<b>71</b>	<b>16</b>	<b>8</b>
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	428	3	1	2
572, 3	Household appliance, radio, television, and music stores -----	2	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>90</b>	<b>16 819</b>	<b>5 034</b>	<b>1 199</b>	<b>897</b>
5812	Eating places -----	65	15 187	4 727	1 121	828
5813	Drinking places (alcoholic beverages) -----	25	1 632	307	78	69
591	<b>Drug and proprietary stores -----</b>	<b>12</b>	<b>6 003</b>	<b>840</b>	<b>221</b>	<b>131</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>59</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	3	456	36	9	5
594	Miscellaneous shopping goods stores -----	29	8 784	2 059	442	213
5992	Florists -----	5	651	106	17	13

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 2</b>					
	Retail stores <sup>2</sup> -----	107	79 708	15 177	3 734	2 630
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	4	15 065	2 386	611	430
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	7	(D)	(D)	(D)	(D)
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	-	-	-	-	-
554	Gasoline service stations -----	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	34	32 668	5 687	1 393	882
561	Men's and boys' clothing and furnishings stores -----	4	4 594	1 013	224	178
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	19 541	3 352	838	480
562	Women's ready-to-wear stores -----	13	16 554	2 888	691	451
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	10	5 631	1 032	228	111
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	6	1 425	265	55	35
572, 3	Household appliance, radio, television, and music stores -----	1	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	20	11 598	3 572	870	863
5812	Eating places -----	18	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	29	(D)	(D)	(D)	(D)
592	Liquor stores -----	-	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	16	7 007	1 203	310	163
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.



**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 3</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>100</b>	<b>76 322</b>	<b>10 722</b>	<b>2 404</b>	<b>2 186</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	<b>General merchandise group stores -----</b>	<b>5</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores<sup>4</sup> -----</b>	<b>5</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
554	<b>Gasoline service stations -----</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
56	<b>Apparel and accessory stores -----</b>	<b>41</b>	<b>11 142</b>	<b>1 543</b>	<b>357</b>	<b>288</b>
561	Men's and boys' clothing and furnishings stores -----	14	3 222	587	152	95
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	4 513	507	111	123
562	Women's ready-to-wear stores -----	13	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	1 249	165	33	26
566	Shoe stores -----	8	2 158	284	61	44
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>4</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5712	Furniture stores -----	-	-	-	-	-
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	3	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>14</b>	<b>2 953</b>	<b>715</b>	<b>176</b>	<b>235</b>
5812	Eating places -----	14	2 953	715	176	235
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	<b>Drug and proprietary stores -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>30</b>	<b>5 621</b>	<b>823</b>	<b>172</b>	<b>133</b>
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	20	(D)	(D)	(D)	(D)
5992	Florists -----	3	264	35	8	8

See footnotes at end of table.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>MRC No. 11</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>117</b>	<b>63 562</b>	<b>9 250</b>	<b>2 069</b>	<b>1 663</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	<b>General merchandise group stores -----</b>	<b>3</b>	<b>36 764</b>	<b>5 229</b>	<b>1 151</b>	<b>851</b>
531	Department stores <sup>3</sup> -----	3	36 764	5 229	1 151	851
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores<sup>4</sup> -----</b>	<b>8</b>	<b>972</b>	<b>161</b>	<b>40</b>	<b>57</b>
541	Grocery stores -----	-	-	-	-	-
55 ex. 554	<b>Automotive dealers -----</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
554	<b>Gasoline service stations -----</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
56	<b>Apparel and accessory stores -----</b>	<b>56</b>	<b>15 077</b>	<b>1 907</b>	<b>432</b>	<b>388</b>
561	Men's and boys' clothing and furnishings stores -----	12	3 040	492	117	81
562, 3, 8	Women's clothing and specialty stores and furriers -----	22	6 340	719	173	191
562	Women's ready-to-wear stores -----	20	(D)	(D)	(D)	(D)
565	Family clothing stores -----	7	2 669	287	52	45
566	Shoe stores -----	9	2 345	353	78	55
564, 9	Other apparel and accessory stores -----	6	683	56	12	16
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>11</b>	<b>2 820</b>	<b>339</b>	<b>83</b>	<b>50</b>
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	2 046	212	53	35
58	<b>Eating and drinking places -----</b>	<b>13</b>	<b>3 009</b>	<b>834</b>	<b>179</b>	<b>172</b>
5812	Eating places -----	13	3 009	834	179	172
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	<b>Drug and proprietary stores -----</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>26</b>	<b>4 920</b>	<b>780</b>	<b>184</b>	<b>145</b>
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores -----	18	3 624	599	137	110
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 20</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>112</b>	<b>121 832</b>	<b>15 718</b>	<b>3 636</b>	<b>2 531</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>6</b>	<b>79 729</b>	<b>9 617</b>	<b>2 127</b>	<b>1 307</b>
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>6</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	1	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>35</b>	<b>19 784</b>	<b>2 757</b>	<b>666</b>	<b>583</b>
561	Men's and boys' clothing and furnishings stores -----	10	5 158	888	212	132
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	8 742	1 099	267	272
562	Women's ready-to-wear stores -----	12	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>12</b>	<b>3 621</b>	<b>452</b>	<b>112</b>	<b>70</b>
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	2 747	310	81	50
58	<b>Eating and drinking places -----</b>	<b>13</b>	<b>4 194</b>	<b>1 063</b>	<b>243</b>	<b>273</b>
5812	Eating places -----	13	4 194	1 063	243	273
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	<b>Drug and proprietary stores -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>35</b>	<b>7 470</b>	<b>939</b>	<b>253</b>	<b>175</b>
592	Liquor stores -----	3	512	29	8	10
594	Miscellaneous shopping goods stores -----	20	4 592	653	169	111
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Kansas City, Mo.</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>3 548</b>	<b>1 702 889</b>	<b>248 167</b>	<b>58 686</b>	<b>36 743</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>127</b>	<b>52 488</b>	<b>7 031</b>	<b>1 393</b>	<b>859</b>
525	Hardware stores -----	38	6 895	1 110	264	175
52 ex. 525	Other -----	89	45 591	5 921	1 129	484
53	<b>General merchandise group stores -----</b>	<b>81</b>	<b>310 677</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	24	271 727	46 080	10 364	6 122
533	Variety stores -----	29	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	28	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>394</b>	<b>326 916</b>	<b>36 809</b>	<b>9 231</b>	<b>3 900</b>
541	Grocery stores -----	263	310 522	33 926	8 554	3 324
55 ex. 554	<b>Automotive dealers -----</b>	<b>274</b>	<b>328 540</b>	<b>32 020</b>	<b>7 818</b>	<b>2 384</b>
554	<b>Gasoline service stations -----</b>	<b>317</b>	<b>123 754</b>	<b>9 523</b>	<b>2 438</b>	<b>1 606</b>
56	<b>Apparel and accessory stores -----</b>	<b>301</b>	<b>117 487</b>	<b>22 659</b>	<b>5 577</b>	<b>3 828</b>
561	Men's and boys' clothing and furnishings stores -----	52	(D)	3 361	801	523
562, 3, 8	Women's clothing and specialty stores and furriers -----	113	51 897	9 219	2 303	1 585
562	Women's ready-to-wear stores -----	89	(D)	(D)	(D)	(D)
565	Family clothing stores -----	31	27 125	6 589	1 707	1 015
566	Shoe stores -----	66	16 813	2 809	613	406
564, 9	Other apparel and accessory stores -----	39	(D)	681	153	99
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>256</b>	<b>71 508</b>	<b>10 847</b>	<b>2 446</b>	<b>1 133</b>
5712	Furniture stores -----	64	19 341	3 092	674	292
5713, 4, 9	Home furnishings stores -----	89	18 868	3 040	707	350
572, 3	Household appliance, radio, television, and music stores -----	103	33 299	4 515	1 065	491
58	<b>Eating and drinking places -----</b>	<b>859</b>	<b>196 850</b>	<b>52 928</b>	<b>12 069</b>	<b>12 780</b>
5812	Eating places -----	619	176 156	48 892	10 960	11 743
5813	Drinking places (alcoholic beverages) -----	240	20 694	4 036	1 109	1 037
591	<b>Drug and proprietary stores -----</b>	<b>99</b>	<b>51 748</b>	<b>6 751</b>	<b>1 688</b>	<b>992</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>840</b>	<b>122 923</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	87	28 317	2 569	633	326
594	Miscellaneous shopping goods stores -----	328	51 459	8 602	2 047	1 370
5992	Florists -----	63	6 780	1 537	342	252

See footnotes at end of table.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Kansas City, Kans.</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>1 122</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>49</b>	<b>25 579</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	9	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	40	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>29</b>	<b>(D)</b>	<b>10 802</b>	<b>2 317</b>	<b>1 752</b>
531	Department stores <sup>3</sup> -----	7	65 120	8 911	1 974	1 389
533	Variety stores -----	9	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	13	6 726	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup>-----</b>	<b>145</b>	<b>119 651</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	109	114 917	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>93</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>126</b>	<b>46 110</b>	<b>3 570</b>	<b>900</b>	<b>553</b>
56	<b>Apparel and accessory stores -----</b>	<b>71</b>	<b>19 030</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
561	Men's and boys' clothing and furnishings stores -----	13	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	22	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	19	(D)	705	166	171
565	Family clothing stores -----	10	(D)	(D)	(D)	(D)
566	Shoe stores -----	16	(D)	520	105	70
564, 9	Other apparel and accessory stores -----	10	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>84</b>	<b>19 150</b>	<b>2 644</b>	<b>630</b>	<b>262</b>
5712	Furniture stores -----	24	(D)	1 574	364	144
5713, 4, 9	Home furnishings stores -----	28	(D)	300	78	30
572, 3	Household appliance, radio, television, and music stores -----	32	(D)	770	188	88
58	<b>Eating and drinking places -----</b>	<b>232</b>	<b>39 430</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	170	36 499	9 827	2 399	2 376
5813	Drinking places (alcoholic beverages) -----	62	2 931	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>25</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>268</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	82	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	74	(D)	(D)	(D)	(D)
5992	Florists -----	14	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Kansas City, Mo.-Kans., SMSA</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>9 836</b>	<b>4 755 917</b>	<b>596 213</b>	<b>140 300</b>	<b>89 661</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>490</b>	<b>203 365</b>	<b>24 438</b>	<b>5 030</b>	<b>2 364</b>
525	Hardware stores -----	130	26 214	3 817	914	579
52 ex. 525	Other -----	360	177 151	20 621	4 116	1 785
53	<b>General merchandise group stores -----</b>	<b>265</b>	<b>807 126</b>	<b>111 620</b>	<b>24 946</b>	<b>17 075</b>
531	Department stores <sup>3</sup> -----	69	665 574	96 380	21 371	14 079
533	Variety stores -----	86	61 874	9 158	2 206	2 018
539	Miscellaneous general merchandise stores -----	110	79 678	6 082	1 369	978
54	<b>Food stores<sup>4</sup>-----</b>	<b>1 035</b>	<b>906 365</b>	<b>97 137</b>	<b>24 318</b>	<b>10 489</b>
541	Grocery stores -----	677	866 116	90 395	22 667	8 969
55 ex. 554	<b>Automotive dealers -----</b>	<b>845</b>	<b>1 150 245</b>	<b>102 009</b>	<b>23 888</b>	<b>7 548</b>
554	<b>Gasoline service stations -----</b>	<b>933</b>	<b>397 502</b>	<b>29 694</b>	<b>7 489</b>	<b>4 900</b>
56	<b>Apparel and accessory stores -----</b>	<b>783</b>	<b>232 703</b>	<b>38 195</b>	<b>9 301</b>	<b>6 670</b>
561	Men's and boys' clothing and furnishings stores -----	140	41 907	7 162	1 751	1 164
562, 3, 8	Women's clothing and specialty stores and furriers -----	278	94 510	14 670	3 627	2 840
562	Women's ready-to-wear stores -----	241	88 026	13 639	3 282	2 715
565	Family clothing stores -----	103	50 419	9 425	2 389	1 601
566	Shoe stores -----	167	37 582	5 739	1 262	854
564, 9	Other apparel and accessory stores -----	95	8 285	1 199	272	211
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>787</b>	<b>199 563</b>	<b>28 130</b>	<b>6 521</b>	<b>3 023</b>
5712	Furniture stores -----	204	71 238	10 335	2 280	1 009
5713, 4, 9	Home furnishings stores -----	261	49 395	7 545	1 745	778
572, 3	Household appliance, radio, television, and music stores -----	322	78 930	10 250	2 496	1 236
58	<b>Eating and drinking places -----</b>	<b>1 975</b>	<b>429 511</b>	<b>109 472</b>	<b>25 318</b>	<b>29 015</b>
5812	Eating places -----	1 557	397 872	103 705	23 732	27 572
5813	Drinking places (alcoholic beverages) -----	418	31 639	5 767	1 586	1 443
591	<b>Drug and proprietary stores -----</b>	<b>246</b>	<b>128 324</b>	<b>17 210</b>	<b>4 220</b>	<b>2 429</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>2 477</b>	<b>301 213</b>	<b>38 308</b>	<b>9 269</b>	<b>6 148</b>
592	Liquor stores -----	355	76 143	5 021	1 298	911
594	Miscellaneous shopping goods stores -----	904	121 265	17 782	4 142	3 016
5992	Florists -----	164	17 375	3 786	873	642

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Kansas City, Mo.</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>319</b>	<b>117 348</b>	<b>29 444</b>	<b>7 077</b>	<b>6 133</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers-----</b>	<b>5</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores-----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other-----	3	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores-----</b>	<b>5</b>	<b>40 058</b>	<b>12 092</b>	<b>2 860</b>	<b>2 461</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	1	(D)	(D)	(D)	(D)
54	<b>Food stores-----</b>	<b>9</b>	<b>657</b>	<b>70</b>	<b>18</b>	<b>23</b>
55 ex. 554	<b>Automotive dealers-----</b>	<b>4</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations-----</b>	<b>8</b>	<b>820</b>	<b>92</b>	<b>26</b>	<b>28</b>
56	<b>Apparel and accessory stores-----</b>	<b>60</b>	<b>28 927</b>	<b>6 938</b>	<b>1 614</b>	<b>1 416</b>
561	Men's and boys' clothing and furnishings stores-----	15	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers-----	21	11 603	3 028	799	673
562	Women's ready-to-wear stores-----	13	9 711	2 615	631	612
565	Family clothing stores-----	5	(D)	(D)	(D)	(D)
566	Shoe stores-----	16	5 486	1 154	289	185
564, 9	Other apparel and accessory stores-----	3	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores-----</b>	<b>15</b>	<b>5 190</b>	<b>984</b>	<b>272</b>	<b>152</b>
5712	Furniture stores-----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores-----	5	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	8	3 082	734	204	110
58	<b>Eating and drinking places-----</b>	<b>114</b>	<b>17 687</b>	<b>5 429</b>	<b>1 308</b>	<b>1 380</b>
5812	Eating places-----	80	14 510	4 569	1 100	1 202
5813	Drinking places (alcoholic beverages)-----	34	3 177	860	208	178
591	<b>Drug and proprietary stores-----</b>	<b>15</b>	<b>6 360</b>	<b>862</b>	<b>235</b>	<b>211</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup>-----</b>	<b>84</b>	<b>13 762</b>	<b>2 578</b>	<b>659</b>	<b>422</b>
592	Liquor stores-----	3	335	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	40	7 698	1 534	377	240
5992	Florists-----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Kansas City, Mo.</b>			
	Retail stores <sup>2</sup> -----	-22.3	37.2	58.5
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	36.4	55.5
525	Hardware stores -----	(D)	(D)	43.8
52 ex. 525	Other -----	(D)	(D)	57.4
53	General merchandise group stores -----	-15.9	26.2	52.4
531	Department stores <sup>3</sup> -----	-10.0	29.1	61.3
533	Variety stores -----	-28.4	9.2	5.8
539	Miscellaneous general merchandise stores -----	(D)	9.2	36.2
54	Food stores <sup>4</sup> -----	-31.5	31.5	47.3
541	Grocery stores -----	(NA)	30.6	47.4
55 ex. 554	Automotive dealers -----	-86.6	51.1	71.7
554	Gasoline service stations -----	66.5	54.2	62.9
56	Apparel and accessory stores -----	-38.7	22.4	42.9
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	41.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	-32.0	32.5	55.4
562	Women's ready-to-wear stores -----	-36.6	(D)	56.9
565	Family clothing stores -----	-36.8	5.2	18.6
566	Shoe stores -----	-56.9	10.6	37.2
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	(NC)	27.2	51.8
5712	Furniture stores -----	(NC)	-11.0	41.4
5713, 4, 9	Home furnishings stores -----	(D)	41.7	108.4
572, 3	Household appliance, radio, television, and music stores -----	(D)	57.3	37.6
58	Eating and drinking places -----	-4.9	47.2	77.4
5812	Eating places -----	4.7	61.4	92.1
5813	Drinking places (alcoholic beverages) -----	-48.6	-15.7	-9.5
591	Drug and proprietary stores -----	-5.6	10.2	25.7
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	(D)	59.2	74.7
592	Liquor stores -----	36.1	40.1	68.0
594	Miscellaneous shopping goods stores -----	14.1	74.7	88.0
5992	Florists -----	(D)	35.3	55.9

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Kansas City, Mo.</b>					
	Retail stores <sup>1</sup> -----	5.4	1.9	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers-----	1.8	0.5	1.0	3.1	4.3
525	Hardware stores-----	-	-	-	0.4	0.6
52 ex. 525	Other-----	2.1	0.5	1.0	2.7	3.7
53	General merchandise group stores-----	10.8	4.2	37.0	18.2	17.0
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	16.0	14.0
533	Variety stores-----	(D)	(D)	(D)	(D)	1.3
539	Miscellaneous general merchandise stores-----	(D)	-	-	(D)	1.7
54	Food stores <sup>3</sup> -----	0.1	-	0.5	19.2	19.1
541	Grocery stores-----	(D)	(D)	(D)	18.2	18.2
55 ex. 554	Automotive dealers-----	(D)	(D)	(D)	19.3	24.2
554	Gasoline service stations-----	1.1	0.3	1.5	7.3	8.4
56	Apparel and accessory stores-----	15.1	7.6	19.4	6.9	4.9
561	Men's and boys' clothing and furnishings stores-----	(D)	3.1	1.4	(D)	0.9
562, 3, 8	Women's clothing and specialty stores and furriers-----	15.2	8.3	8.7	3.0	2.0
562	Women's ready-to-wear stores-----	(D)	7.0	6.8	(D)	1.9
565	Family clothing stores-----	(D)	(D)	(D)	1.6	1.1
566	Shoe stores-----	14.0	6.3	2.6	1.0	0.8
564, 9	Other apparel and accessory stores-----	6.4	(D)	(D)	(D)	0.2
57	Furniture, home furnishings, and equipment stores-----	1.4	0.5	1.1	4.2	4.2
5712	Furniture stores-----	(D)	(D)	(D)	1.1	1.5
5713, 4, 9	Home furnishings stores-----	2.3	0.9	0.5	1.1	1.0
572, 3	Household appliance, radio, television, and music stores-----	(D)	(D)	(D)	2.0	1.7
58	Eating and drinking places-----	8.5	3.9	18.5	11.6	9.0
5812	Eating places-----	8.6	3.8	16.7	10.3	8.4
5813	Drinking places (alcoholic beverages)-----	7.9	5.2	1.8	1.2	0.7
591	Drug and proprietary stores-----	11.6	4.7	6.6	3.0	2.7
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	(D)	7.2	6.3
592	Liquor stores-----	1.6	0.6	0.5	1.7	1.6
594	Miscellaneous shopping goods stores-----	17.1	7.2	9.6	3.0	2.5
5992	Florists-----	9.6	3.7	0.7	0.4	0.4

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

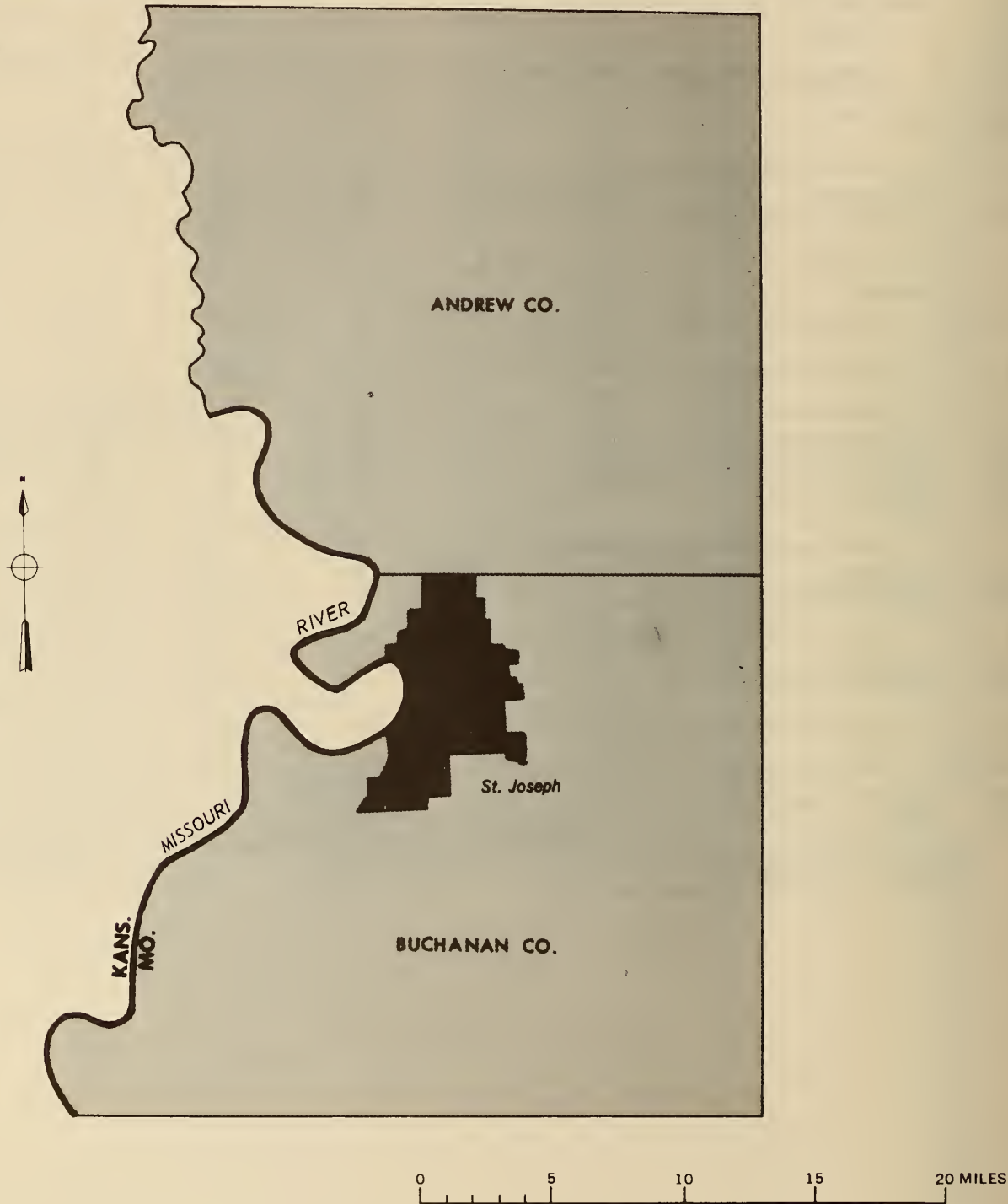
<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



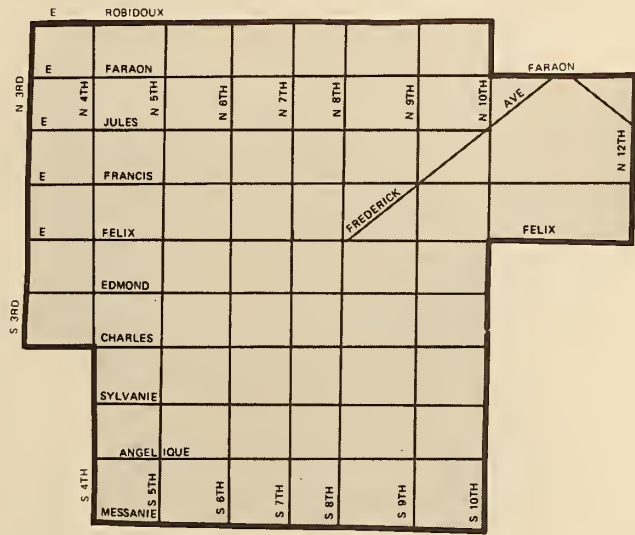
ST. JOSEPH

Standard Metropolitan Statistical Area

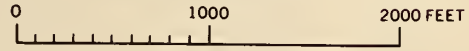


ST. JOSEPH

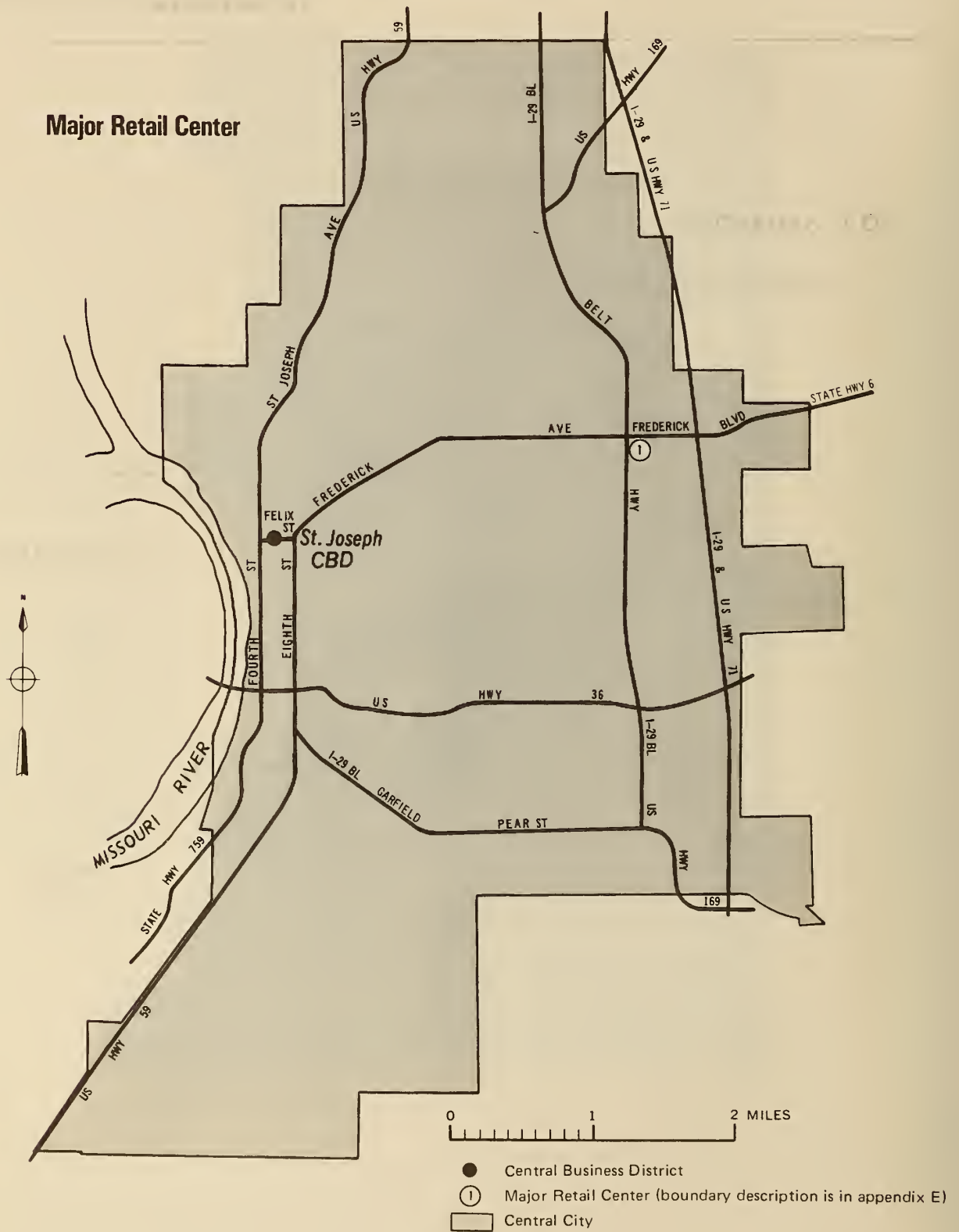
Central Business District



Comprising Census Tract 13



## ST. JOSEPH





**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 1
	<b>Retail stores:<sup>1 2</sup></b>				
	Number -----	898	743	86	38
	Sales (\$1,000) -----	339 650	(D)	35 086	36 519
	Payroll entire year (\$1,000) -----	42 077	(D)	5 885	4 488
	Paid employees for week including March 12 ---	6 450	(D)	832	762
54, 58, 591	<b>Convenience goods stores:</b>				
	Number -----	302	264	25	8
	Sales (\$1,000) -----	106 656	100 807	7 009	6 700
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>				
	Number -----	230	196	40	26
	Sales (\$1,000) -----	96 639	93 456	17 013	28 624
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>				
	Number -----	366	283	21	4
	Sales (\$1,000) -----	136 355	(D)	11 064	1 195
	<b>Number of Establishments</b>				
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>898</b>	<b>743</b>	<b>86</b>	<b>38</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>53</b>	<b>37</b>	<b>2</b>	<b>-</b>
525	Hardware stores -----	17	10	-	-
52 ex. 525	Other -----	36	27	2	-
53	<b>General merchandise group stores -----</b>	<b>32</b>	<b>24</b>	<b>4</b>	<b>4</b>
531	Department stores <sup>4</sup> -----	7	7	1	3
533	Variety stores -----	11	8	1	1
539	Miscellaneous general merchandise stores -----	14	9	2	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>86</b>	<b>73</b>	<b>5</b>	<b>2</b>
541	Grocery stores -----	63	52	2	1
55 ex. 554	<b>Automotive dealers -----</b>	<b>93</b>	<b>75</b>	<b>5</b>	<b>1</b>
554	<b>Gasoline service stations -----</b>	<b>90</b>	<b>86</b>	<b>-</b>	<b>1</b>
56	<b>Apparel and accessory stores -----</b>	<b>56</b>	<b>52</b>	<b>18</b>	<b>14</b>
561	Men's and boys' clothing and furnishings stores --	11	10	4	2
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	15	4	6
562	Women's ready-to-wear stores -----	14	14	4	5
565	Family clothing stores -----	7	6	1	-
566	Shoe stores -----	14	13	5	4
564, 9	Other apparel and accessory stores -----	8	8	2	2
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>70</b>	<b>56</b>	<b>7</b>	<b>3</b>
5712	Furniture stores -----	12	9	-	-
5713, 4, 9	Home furnishings stores -----	25	20	5	-
572, 3	Household appliances, radio, television, and music stores -----	33	27	2	3
58	<b>Eating and drinking places -----</b>	<b>188</b>	<b>167</b>	<b>14</b>	<b>5</b>
5812	Eating places -----	121	110	5	4
5813	Drinking places (alcoholic beverages) -----	67	57	9	1
591	<b>Drug and proprietary stores -----</b>	<b>26</b>	<b>24</b>	<b>8</b>	<b>1</b>
59 ex. 591, 8	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>202</b>	<b>189</b>	<b>27</b>	<b>7</b>
592	Liquor stores -----	15	7	1	-
594	Miscellaneous shopping goods stores -----	72	64	13	5
5992	Florists -----	12	11	2	1

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because there were no major retail centers or central business districts with 100 retail establishments or more in 1977

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>St. Joseph</b>					
	Retail stores <sup>2</sup> -----	743	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	37	(D)	(D)	(D)	(D)
525	Hardware stores -----	10	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	27	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	24	(D)	7 880	1 779	1 342
531	Department stores <sup>3</sup> -----	7	48 678	6 802	1 526	1 110
533	Variety stores -----	8	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	9	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	73	(D)	6 689	1 605	717
541	Grocery stores -----	52	63 119	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	75	63 921	(D)	(D)	(D)
554	Gasoline service stations -----	66	(D)	1 450	375	285
56	Apparel and accessory stores -----	52	(D)	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	10	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	14	(D)	(D)	(D)	(D)
565	Family clothing stores -----	6	(D)	(D)	(D)	(D)
566	Shoe stores -----	13	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	8	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	56	(D)	2 084	466	238
5712	Furniture stores -----	9	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	20	2 704	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	27	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	167	24 602	6 598	1 364	1 595
5812	Eating places -----	110	(D)	6 144	1 238	1 493
5813	Drinking places (alcoholic beverages) -----	57	(D)	454	126	102
591	Drug and proprietary stores -----	24	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	169	(D)	(D)	(D)	(D)
592	Liquor stores -----	7	(D)	73	16	17
594	Miscellaneous shopping goods stores -----	64	9 577	(D)	(D)	(D)
5992	Florists -----	11	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
<b>St. Joseph, Mo., SMSA</b>						
	<b>Retail stores<sup>2</sup>-----</b>	<b>898</b>	<b>339 650</b>	<b>42 077</b>	<b>9 806</b>	<b>6 450</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers-----</b>	<b>53</b>	<b>19 595</b>	<b>2 298</b>	<b>468</b>	<b>262</b>
525	Hardware stores-----	17	(D)	(D)	(D)	(D)
52 ex. 525	Other-----	36	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores-----</b>	<b>32</b>	<b>57 343</b>	<b>7 940</b>	<b>1 794</b>	<b>1 357</b>
531	Department stores <sup>3</sup> -----	7	48 678	6 802	1 526	1 110
533	Variety stores-----	11	(D)	841	198	188
539	Miscellaneous general merchandise stores-----	14	(D)	297	70	59
54	<b>Food stores<sup>4</sup>-----</b>	<b>88</b>	<b>69 008</b>	<b>7 027</b>	<b>1 709</b>	<b>766</b>
541	Grocery stores-----	63	66 842	6 681	1 624	685
55 ex. 554	<b>Automotive dealers-----</b>	<b>93</b>	<b>74 169</b>	<b>6 205</b>	<b>1 559</b>	<b>602</b>
554	<b>Gasoline service stations-----</b>	<b>90</b>	<b>30 991</b>	<b>2 000</b>	<b>511</b>	<b>391</b>
56	<b>Apparel and accessory stores-----</b>	<b>56</b>	<b>13 342</b>	<b>2 576</b>	<b>629</b>	<b>404</b>
561	Men's and boys' clothing and furnishings stores-----	11	3 559	902	217	100
562, 3, 8	Women's clothing and specialty stores and furriers-----	16	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores-----	14	(D)	(D)	(D)	(D)
565	Family clothing stores-----	7	810	(D)	(D)	(D)
566	Shoe stores-----	14	2 524	378	82	58
564, 9	Other apparel and accessory stores-----	8	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores-----</b>	<b>70</b>	<b>16 153</b>	<b>2 304</b>	<b>500</b>	<b>254</b>
5712	Furniture stores-----	12	(D)	875	181	93
5713, 4, 9	Home furnishings stores-----	25	(D)	450	103	50
572, 3	Household appliance, radio, television, and music stores-----	33	7 252	979	216	111
58	<b>Eating and drinking places-----</b>	<b>188</b>	<b>26 114</b>	<b>6 859</b>	<b>1 417</b>	<b>1 677</b>
5812	Eating places-----	121	22 648	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)-----	67	3 466	(D)	(D)	(D)
591	<b>Drug and proprietary stores-----</b>	<b>26</b>	<b>11 534</b>	<b>1 828</b>	<b>427</b>	<b>285</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup>-----</b>	<b>202</b>	<b>21 401</b>	<b>3 040</b>	<b>792</b>	<b>452</b>
592	Liquor stores-----	15	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	72	9 801	1 422	408	206
5992	Florists-----	12	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>St. Joseph</b>					
	Retail stores <sup>2</sup> -----	105	29 036	4 890	1 214	1 153
52	Building materials, hardware, garden supply, and mobile home dealers -----	5	517	72	18	15
525	Hardware stores -----	5	517	72	18	15
52 ex. 525	Other -----					
53	General merchandise group stores -----	6	5 332	977	259	279
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	3	1 168	194	46	49
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	8	6 699	722	176	127
554	Gasoline service stations -----	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	20	6 748	1 518	370	350
561	Men's and boys' clothing and furnishings stores -----	5	2 034	398	92	79
562, 3, 8	Women's clothing and specialty stores and furriers -----	5	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	3	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	600	134	31	24
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	9	1 236	205	59	44
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	5	817	156	46	33
58	Eating and drinking places -----	20	1 304	262	68	89
5812	Eating places -----	12	804	190	49	66
5813	Drinking places (alcoholic beverages) -----	8	500	72	19	23
591	Drug and proprietary stores -----	7	3 230	467	106	105
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	25	3 087	544	129	120
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	11	1 697	274	70	67
5992	Florists -----	3	392	92	19	25

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

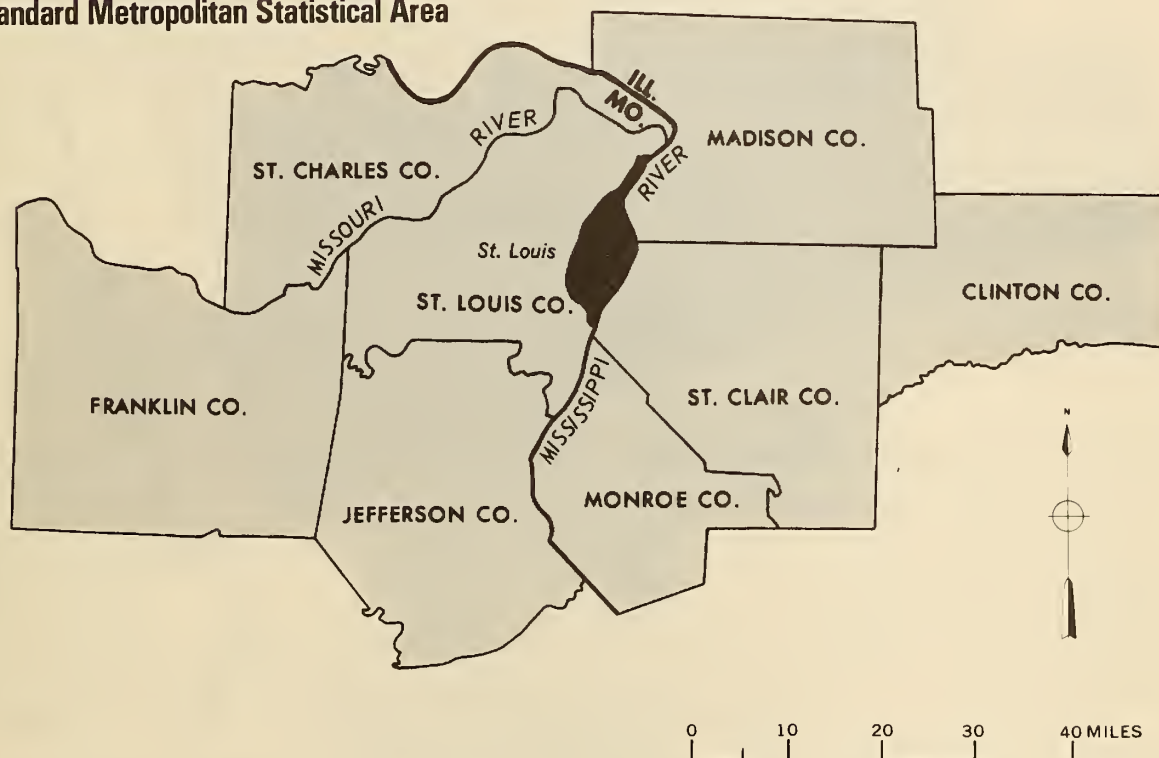
Table 6 omitted because there were no central business districts with 100 retail establishments or more in the St. Joseph SMSA in 1977

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the St. Joseph SMSA in 1977

## ST. LOUIS

## Standard Metropolitan Statistical Area

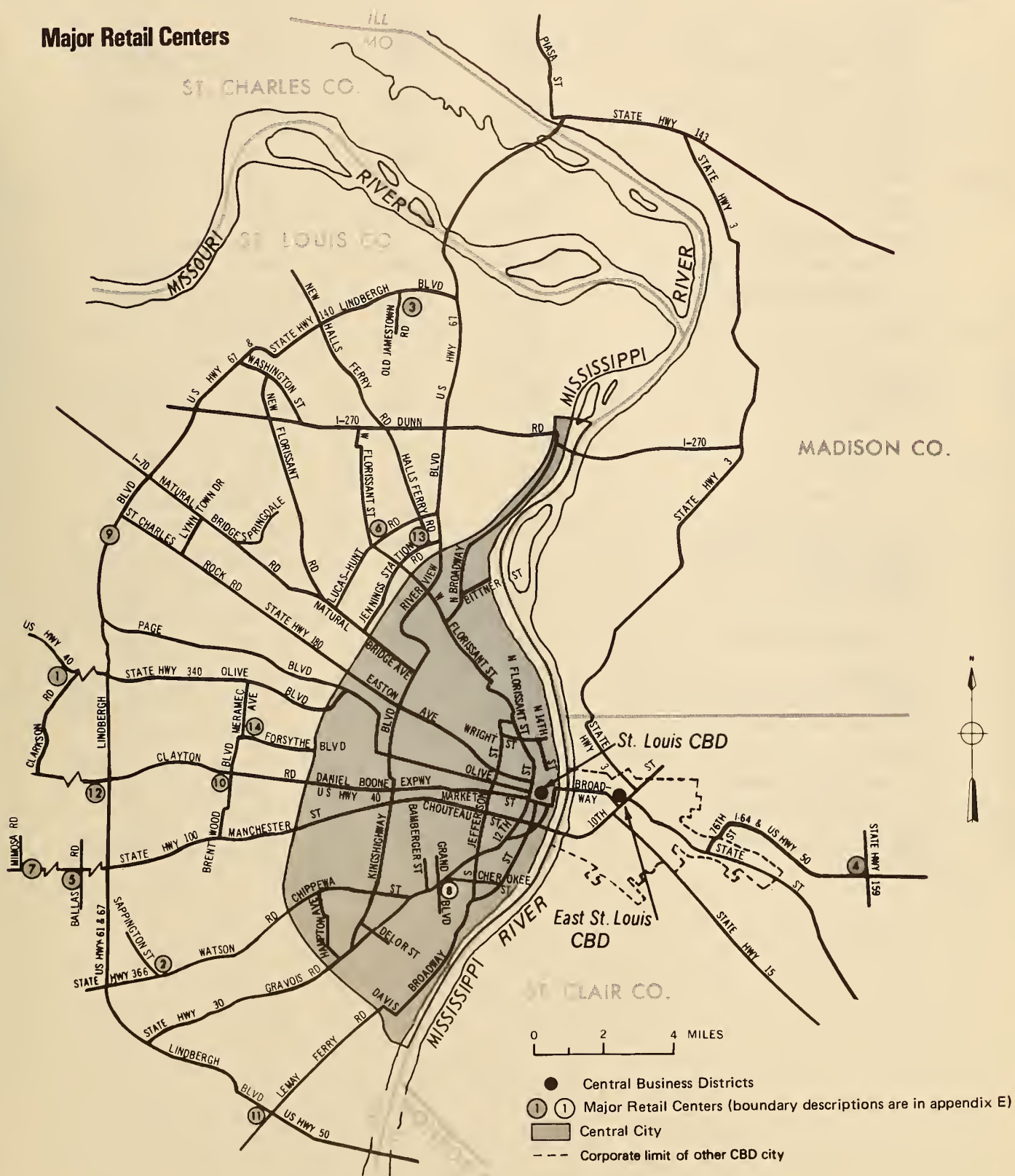






## ST. LOUIS

## Major Retail Centers



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

		Standard metropolitan statistical area	Cities		Central business districts	
			St. Louis, Mo.	East St. Louis, Ill.	St. Louis, Mo.	East St. Louis, Ill.
	<b>Retail stores:<sup>1 2</sup></b>					
	Number .....	16 880	3 735	310	388	66
	Sales (\$1,000) .....	7 847 883	1 372 914	(D)	209 229	33 952
	Payroll entire year (\$1,000) .....	968 327	195 343	(D)	43 471	4 405
	Paid employees for week including March 12 ---	145 117	30 007	(D)	6 902	552
54, 58, 591	<b>Convenience goods stores:</b>					
	Number .....	6 470	1 880	151	167	18
	Sales (\$1,000) .....	2 677 067	543 926	44 388	47 702	6 489
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>					
	Number .....	4 242	734	53	156	30
	Sales (\$1,000) .....	2 149 614	361 208	(D)	150 804	11 111
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>					
	Number .....	6 168	1 121	106	65	18
	Sales (\$1,000) .....	3 021 202	467 780	(D)	10 723	16 352
	<b>Number of Establishments</b>					
	<b>Retail stores<sup>1 2</sup> .....</b>	<b>16 880</b>	<b>3 735</b>	<b>310</b>	<b>388</b>	<b>66</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers .....</b>	<b>742</b>	<b>90</b>	<b>8</b>	<b>1</b>	<b>1</b>
525	Hardware stores .....	226	39	3	-	1
52 ex. 525	Other .....	516	51	5	1	-
53	<b>General merchandise group stores .....</b>	<b>416</b>	<b>71</b>	<b>11</b>	<b>7</b>	<b>3</b>
531	Department stores <sup>4</sup> .....	88	11	1	2	-
533	Variety stores .....	129	27	7	2	1
539	Miscellaneous general merchandise stores .....	199	33	3	3	2
54	<b>Food stores<sup>5</sup> .....</b>	<b>2 093</b>	<b>555</b>	<b>51</b>	<b>27</b>	<b>2</b>
541	Grocery stores .....	1 260	330	22	9	-
55 ex. 554	<b>Automotive dealers .....</b>	<b>1 365</b>	<b>224</b>	<b>27</b>	<b>2</b>	<b>6</b>
554	<b>Gasoline service stations .....</b>	<b>1 789</b>	<b>346</b>	<b>25</b>	<b>6</b>	<b>2</b>
56	<b>Apparel and accessory stores .....</b>	<b>1 235</b>	<b>234</b>	<b>19</b>	<b>74</b>	<b>16</b>
561	Men's and boys' clothing and furnishings stores --	227	47	3	23	2
562, 3, 8	Women's clothing and specialty stores and furriers .....	421	69	7	21	6
562	Women's ready-to-wear stores .....	348	55	7	14	6
565	Family clothing stores .....	139	24	-	2	-
566	Shoe stores .....	317	65	7	19	6
564, 9	Other apparel and accessory stores .....	131	29	2	9	2
57	<b>Furniture, home furnishings, and equipment stores .....</b>	<b>1 300</b>	<b>208</b>	<b>16</b>	<b>12</b>	<b>7</b>
5712	Furniture stores .....	362	76	7	3	5
5713, 4, 9	Home furnishings stores .....	360	52	5	2	1
572, 3	Household appliance, radio, television, and music stores .....	578	80	4	7	1
58	<b>Eating and drinking places .....</b>	<b>3 841</b>	<b>1 197</b>	<b>85</b>	<b>131</b>	<b>14</b>
5812	Eating places .....	2 531	729	39	103	5
5813	Drinking places (alcoholic beverages) .....	1 310	468	46	28	9
591	<b>Drug and proprietary stores .....</b>	<b>536</b>	<b>128</b>	<b>15</b>	<b>9</b>	<b>2</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> .....</b>	<b>3 563</b>	<b>682</b>	<b>53</b>	<b>119</b>	<b>13</b>
592	Liquor stores .....	401	126	20	6	1
594	Miscellaneous shopping goods stores .....	1 291	221	7	63	4
5992	Florists .....	268	47	8	2	1

See footnotes at end of table.

**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers						
		No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	No. 7
54, 58, 591	<b>Retail stores:<sup>1 2</sup></b>							
	Number .....	90	79	74	135	36	38	77
	Sales (\$1,000) .....	37 733	99 405	58 566	174 203	66 583	47 756	79 637
	Payroll entire year (\$1,000) .....	6 161	14 511	8 564	21 409	8 290	6 291	9 146
	Paid employees for week including March 12 ---	1 074	2 460	1 690	3 211	1 309	914	1 146
53, 56, 57; 594	<b>Convenience goods stores:</b>							
	Number .....	21	14	9	31	3	8	25
52, 55, 59, ex. 591, 4, 6	<b>Shopping goods stores (GAF):<sup>3</sup></b>							
	Number .....	58	59	61	88	31	23	24
	<b>All other stores:</b>							
	Number .....	11	6	4	16	2	7	28
	<b>Number of Establishments</b>							
	Retail stores <sup>1 2</sup> .....	90	79	74	135	36	38	77
52	Building materials, hardware, garden supply, and mobile home dealers .....	1	-	-	2	-	-	3
525	Hardware stores .....	-	-	-	1	-	-	1
52 ex. 525	Other .....	1	-	-	1	-	-	2
53	General merchandise group stores .....	1	4	2	8	3	2	2
531	Department stores <sup>4</sup> .....	1	3	2	5	2	1	2
533	Variety stores .....	-	1	-	1	1	1	-
539	Miscellaneous general merchandise stores .....	-	-	-	2	-	-	-
54	Food stores <sup>5</sup> .....	8	-	3	8	-	3	10
541	Grocery stores .....	2	1	-	3	-	1	4
55 ex. 554	Automotive dealers .....	1	4	-	4	-	1	10
554	Gasoline service stations .....	1	-	-	4	1	3	7
56	Apparel and accessory stores .....	31	37	41	51	21	12	5
561	Men's and boys' clothing and furnishings stores --	7	7	10	10	3	2	-
562, 3, 8	Women's clothing and specialty stores and furriers .....	10	14	17	22	6	6	2
562	Women's ready-to-wear stores .....	10	12	15	16	4	5	2
565	Family clothing stores .....	3	4	4	4	3	1	1
566	Shoe stores .....	10	10	9	13	8	3	2
564, 9	Other apparel and accessory stores .....	1	2	1	2	1	-	-
57	Furniture, home furnishings, and equipment stores .....	7	9	7	13	3	3	9
5712	Furniture stores .....	-	-	-	2	-	-	2
5713, 4, 9	Home furnishings stores .....	2	1	3	4	-	-	1
572, 3	Household appliance, radio, television, and music stores .....	5	8	4	7	3	3	6
58	Eating and drinking places .....	11	9	5	21	3	3	13
5812	Eating places .....	11	9	5	21	3	2	12
5813	Drinking places (alcoholic beverages) .....	-	-	-	-	-	1	1
591	Drug and proprietary stores .....	2	1	1	2	-	2	2
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> .....	27	11	15	22	5	9	16
592	Liquor stores .....	-	-	-	1	-	-	2
594	Miscellaneous shopping goods stores .....	19	9	11	16	4	6	8
5992	Florists .....	1	-	-	1	-	-	1

See footnotes at end of table.



**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.						
		No. 8	No. 9	No. 10	No. 11	No. 12	No. 13	No. 14
	<b>Retail stores:<sup>1 2</sup></b>							
	Number -----	25	121	32	47	72	37	63
	Sales (\$1,000) -----	42 209	197 797	39 267	68 595	64 886	47 947	50 742
	Payroll entire year (\$1,000) -----	6 292	25 418	6 750	8 614	10 485	7 288	7 085
	Paid employees for week including March 12 ---	720	3 646	1 377	1 357	1 505	1 431	1 094
54, 58, 591	<b>Convenience goods stores:</b>							
	Number -----	10	19	9	9	10	4	13
	Sales (\$1,000) -----	2 418	15 562	10 462	8 781	12 258	2 443	(D)
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>							
	Number -----	7	83	19	27	50	30	34
	Sales (\$1,000) -----	22 648	144 042	27 698	56 300	51 078	45 263	44 151
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>							
	Number -----	8	19	4	11	12	3	16
	Sales (\$1,000) -----	17 143	38 173	1 107	3 514	1 550	241	(D)
	<b>Number of Establishments</b>							
	Retail stores <sup>1 2</sup> -----	25	121	32	47	72	37	63
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	1	-	-	1	-	-
525	Hardware stores -----	-	-	-	-	-	-	-
52 ex. 525	Other -----	2	1	-	-	1	-	-
53	General merchandise group stores -----	2	6	1	2	2	3	3
531	Department stores <sup>4</sup> -----	1	4	1	2	2	2	1
533	Variety stores -----	1	1	-	-	-	1	1
539	Miscellaneous general merchandise stores -----	-	1	-	-	-	-	1
54	Food stores <sup>5</sup> -----	2	8	2	3	6	2	1
541	Grocery stores -----	-	3	2	1	1	1	-
55 ex. 554	Automotive dealers -----	3	8	1	1	-	-	-
554	Gasoline service stations -----	-	2	1	3	-	1	5
56	Apparel and accessory stores -----	1	51	9	19	27	18	17
561	Men's and boys' clothing and furnishings stores --	-	11	2	6	4	5	3
562, 3, 8	Women's clothing and specialty stores and furriers -----	1	18	2	5	13	6	10
562	Women's ready-to-wear stores -----	1	15	2	4	11	5	7
565	Family clothing stores -----	-	5	1	-	1	1	1
566	Shoe stores -----	-	16	3	7	8	4	2
564, 9	Other apparel and accessory stores -----	-	1	1	1	1	2	1
57	Furniture, home furnishings, and equipment stores -----	2	12	5	4	7	3	7
5712	Furniture stores -----	1	1	4	-	4	1	-
5713, 4, 9	Home furnishings stores -----	-	2	1	1	3	-	2
572, 3	Household appliance, radio, television, and music stores -----	1	9	-	3	-	2	5
58	Eating and drinking places -----	6	9	5	5	3	1	12
5812	Eating places -----	5	8	5	5	3	-	11
5813	Drinking places (alcoholic beverages) -----	1	1	-	-	-	1	1
591	Drug and proprietary stores -----	2	2	2	1	1	1	-
59 ex. 591, 6	Miscellaneous retail stores <sup>6</sup> -----	5	22	6	9	25	8	18
592	Liquor stores -----	-	1	-	2	1	-	-
594	Miscellaneous shopping goods stores -----	2	14	4	2	14	6	7
5992	Florists -----	1	1	1	-	1	-	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>St. Louis CBD</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>388</b>	<b>209 229</b>	<b>43 471</b>	<b>10 353</b>	<b>6 902</b>
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>7</b>	<b>93 253</b>	<b>19 580</b>	<b>4 704</b>	<b>2 953</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>27</b>	<b>9 362</b>	<b>1 348</b>	<b>329</b>	<b>169</b>
541	Grocery stores -----	9	6 756	948	222	100
55 ex. 554	<b>Automotive dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>6</b>	<b>1 485</b>	<b>110</b>	<b>22</b>	<b>13</b>
56	<b>Apparel and accessory stores -----</b>	<b>74</b>	<b>38 807</b>	<b>7 822</b>	<b>1 830</b>	<b>1 125</b>
561	Men's and boys' clothing and furnishings stores -----	23	14 919	3 932	867	496
562, 3, 8	Women's clothing and specialty stores and furriers -----	21	15 899	2 636	631	388
562	Women's ready-to-wear stores -----	14	14 355	2 273	547	348
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	19	6 560	995	273	195
564, 9	Other apparel and accessory stores -----	9	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>12</b>	<b>3 818</b>	<b>984</b>	<b>238</b>	<b>99</b>
5712	Furniture stores -----	3	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>131</b>	<b>32 922</b>	<b>9 018</b>	<b>2 103</b>	<b>1 935</b>
5812	Eating places -----	103	29 811	8 319	1 958	1 789
5813	Drinking places (alcoholic beverages) -----	28	3 111	699	145	146
591	<b>Drug and proprietary stores -----</b>	<b>9</b>	<b>5 418</b>	<b>810</b>	<b>201</b>	<b>123</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>119</b>	<b>23 370</b>	<b>3 644</b>	<b>888</b>	<b>465</b>
592	Liquor stores -----	6	2 930	193	52	25
594	Miscellaneous shopping goods stores -----	63	14 926	2 214	542	272
5992	Florists -----	2	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 4</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>135</b>	<b>174 203</b>	<b>21 409</b>	<b>4 824</b>	<b>3 211</b>
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>8</b>	<b>105 641</b>	<b>12 657</b>	<b>2 790</b>	<b>1 687</b>
531	Department stores <sup>3</sup> -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>8</b>	<b>15 702</b>	<b>1 663</b>	<b>385</b>	<b>179</b>
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>4</b>	<b>1 824</b>	<b>257</b>	<b>55</b>	<b>25</b>
554	<b>Gasoline service stations -----</b>	<b>4</b>	<b>2 718</b>	<b>206</b>	<b>60</b>	<b>29</b>
56	<b>Apparel and accessory stores -----</b>	<b>51</b>	<b>19 400</b>	<b>2 308</b>	<b>533</b>	<b>426</b>
561	Men's and boys' clothing and furnishings stores -----	10	3 111	451	111	74
562, 3, 8	Women's clothing and specialty stores and furriers -----	22	9 289	1 016	217	194
562	Women's ready-to-wear stores -----	16	8 530	897	187	168
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	13	3 796	482	115	79
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>13</b>	<b>5 814</b>	<b>882</b>	<b>211</b>	<b>125</b>
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	2 805	355	85	60
58	<b>Eating and drinking places -----</b>	<b>21</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	21	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	<b>Drug and proprietary stores -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>22</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	16	6 791	664	151	124
5992	Florists -----	1	(D)	(D)	(D)	(D)

See footnotes at end of table.

**Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>MRC No. 9</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>121</b>	<b>197 797</b>	<b>25 418</b>	<b>5 697</b>	<b>3 646</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>1</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>6</b>	<b>111 217</b>	<b>14 483</b>	<b>3 191</b>	<b>2 180</b>
531	Department stores <sup>3</sup> -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>8</b>	<b>9 246</b>	<b>1 028</b>	<b>247</b>	<b>156</b>
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>8</b>	<b>34 683</b>	<b>3 648</b>	<b>821</b>	<b>245</b>
554	<b>Gasoline service stations -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
56	<b>Apparel and accessory stores -----</b>	<b>51</b>	<b>23 187</b>	<b>3 248</b>	<b>731</b>	<b>532</b>
561	Men's and boys' clothing and furnishings stores -----	11	5 137	922	184	124
562, 3, 8	Women's clothing and specialty stores and furriers -----	18	8 776	1 110	286	193
562	Women's ready-to-wear stores -----	15	8 287	1 048	269	179
565	Family clothing stores -----	5	(D)	(D)	(D)	(D)
566	Shoe stores -----	16	5 716	753	165	120
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>12</b>	<b>5 623</b>	<b>658</b>	<b>157</b>	<b>72</b>
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	9	5 184	578	140	58
58	<b>Eating and drinking places -----</b>	<b>9</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	8	2 983	882	208	216
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>22</b>	<b>6 665</b>	<b>920</b>	<b>212</b>	<b>141</b>
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	14	4 015	566	125	87
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>St. Louis*</b>					
	<b>Retail stores<sup>2</sup>-----</b>	<b>3 735</b>	<b>1 372 914</b>	<b>195 343</b>	<b>46 398</b>	<b>30 007</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>90</b>	<b>37 103</b>	<b>6 001</b>	<b>1 359</b>	<b>625</b>
525	Hardware stores -----	39	16 075	2 537	630	302
52 ex. 525	Other -----	51	21 028	3 464	729	323
53	<b>General merchandise group stores -----</b>	<b>71</b>	<b>198 041</b>	<b>32 864</b>	<b>7 729</b>	<b>4 874</b>
531	Department stores <sup>3</sup> -----	11	173 105	29 145	6 877	4 246
533	Variety stores -----	27	16 003	2 722	582	479
539	Miscellaneous general merchandise stores -----	33	8 933	997	270	149
54	<b>Food stores<sup>4</sup> -----</b>	<b>555</b>	<b>307 678</b>	<b>35 011</b>	<b>8 525</b>	<b>4 202</b>
541	Grocery stores -----	330	284 751	30 891	7 485	3 426
55 ex. 554	<b>Automotive dealers -----</b>	<b>224</b>	<b>241 878</b>	<b>24 299</b>	<b>5 727</b>	<b>1 653</b>
554	<b>Gasoline service stations -----</b>	<b>346</b>	<b>126 196</b>	<b>10 834</b>	<b>2 699</b>	<b>1 642</b>
56	<b>Apparel and accessory stores -----</b>	<b>234</b>	<b>71 470</b>	<b>12 477</b>	<b>2 914</b>	<b>1 945</b>
561	Men's and boys' clothing and furnishings stores -----	47	19 791	4 612	1 035	620
562, 3, 8	Women's clothing and specialty stores and furriers -----	69	27 546	4 099	949	669
562	Women's ready-to-wear stores -----	55	25 446	3 637	840	608
565	Family clothing stores -----	24	6 608	914	220	161
566	Shoe stores -----	65	13 197	1 933	497	357
564, 9	Other apparel and accessory stores -----	29	4 328	919	213	138
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>208</b>	<b>55 430</b>	<b>8 657</b>	<b>1 981</b>	<b>934</b>
5712	Furniture stores -----	76	26 065	4 202	987	434
5713, 4, 9	Home furnishings stores -----	52	8 105	1 364	287	177
572, 3	Household appliance, radio, television, and music stores -----	80	21 260	3 091	707	323
58	<b>Eating and drinking places -----</b>	<b>1 197</b>	<b>187 704</b>	<b>45 436</b>	<b>10 603</b>	<b>11 203</b>
5812	Eating places -----	729	161 001	41 476	9 551	10 072
5813	Drinking places (alcoholic beverages) -----	468	26 703	3 960	1 052	1 131
591	<b>Drug and proprietary stores -----</b>	<b>128</b>	<b>48 544</b>	<b>6 842</b>	<b>1 707</b>	<b>1 093</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>682</b>	<b>98 870</b>	<b>12 922</b>	<b>3 154</b>	<b>1 836</b>
592	Liquor stores -----	126	34 575	2 183	571	369
594	Miscellaneous shopping goods stores -----	221	36 267	5 293	1 264	725
5992	Florists -----	47	5 289	1 565	379	236

See footnotes at end of table.



**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>East St. Louis</b>					
	Retail stores <sup>2</sup> -----	310	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	8	4 605	(D)	(D)	(D)
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	5	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	11	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	1	(D)	(D)	(D)	(D)
533	Variety stores -----	7	3 312	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	51	28 778	3 706	923	354
541	Grocery stores -----	22	22 891	2 943	729	292
55 ex. 554	Automotive dealers -----	27	34 512	3 458	838	241
554	Gasoline service stations -----	25	9 023	708	145	103
56	Apparel and accessory stores -----	19	7 945	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	3	3 432	542	126	51
562, 3, 8	Women's clothing and specialty stores and furriers -----	7	2 810	435	107	81
562	Women's ready-to-wear stores -----	7	2 810	435	107	81
565	Family clothing stores -----	-	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	1 105	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	16	3 468	(D)	(D)	(D)
5712	Furniture stores -----	7	2 903	549	131	56
5713, 4, 9	Home furnishings stores -----	5	338	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	4	227	49	17	18
58	Eating and drinking places -----	85	8 423	1 482	333	369
5812	Eating places -----	39	5 984	1 194	254	271
5813	Drinking places (alcoholic beverages) -----	46	2 439	288	79	98
591	Drug and proprietary stores -----	15	7 187	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	53	(D)	(D)	(D)	(D)
592	Liquor stores -----	20	4 523	463	121	94
594	Miscellaneous shopping goods stores -----	7	582	103	30	17
5992	Florists -----	8	514	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>St. Louis, Mo.-Ill., SMSA</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>16 880</b>	<b>7 847 883</b>	<b>968 327</b>	<b>226 703</b>	<b>145 117</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>742</b>	<b>350 059</b>	<b>43 078</b>	<b>10 012</b>	<b>5 019</b>
525	Hardware stores -----	226	130 058	16 104	3 904	2 370
52 ex. 525	Other -----	516	220 001	26 974	6 108	2 649
53	<b>General merchandise group stores -----</b>	<b>416</b>	<b>1 283 880</b>	<b>163 851</b>	<b>37 085</b>	<b>25 493</b>
531	Department stores <sup>3</sup> -----	88	1 138 075	146 077	32 884	22 085
533	Variety stores -----	129	49 858	8 301	1 942	1 645
539	Miscellaneous general merchandise stores -----	199	95 947	9 473	2 259	1 763
54	<b>Food stores<sup>4</sup> -----</b>	<b>2 093</b>	<b>1 738 847</b>	<b>187 565</b>	<b>44 556</b>	<b>21 522</b>
541	Grocery stores -----	1 260	1 628 244	169 720	40 376	18 119
55 ex. 554	<b>Automotive dealers -----</b>	<b>1 365</b>	<b>1 692 294</b>	<b>153 212</b>	<b>35 814</b>	<b>10 833</b>
554	<b>Gasoline service stations -----</b>	<b>1 789</b>	<b>695 540</b>	<b>56 500</b>	<b>14 012</b>	<b>8 848</b>
56	<b>Apparel and accessory stores -----</b>	<b>1 235</b>	<b>346 819</b>	<b>51 093</b>	<b>11 892</b>	<b>8 709</b>
561	Men's and boys' clothing and furnishings stores -----	227	70 398	12 665	2 952	1 841
562, 3, 8	Women's clothing and specialty stores and furriers -----	421	144 426	20 414	4 768	3 596
562	Women's ready-to-wear stores -----	348	130 741	18 332	4 291	3 312
565	Family clothing stores -----	139	53 967	6 988	1 621	1 386
566	Shoe stores -----	317	61 469	8 191	1 916	1 413
564, 9	Other apparel and accessory stores -----	131	16 559	2 835	635	473
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>1 300</b>	<b>344 806</b>	<b>51 010</b>	<b>11 943</b>	<b>5 533</b>
5712	Furniture stores -----	362	137 255	22 393	5 201	2 085
5713, 4, 9	Home furnishings stores -----	360	62 653	10 183	2 387	1 304
572, 3	Household appliance, radio, television, and music stores -----	578	144 898	18 434	4 355	2 144
58	<b>Eating and drinking places -----</b>	<b>3 841</b>	<b>709 291</b>	<b>173 999</b>	<b>40 257</b>	<b>45 915</b>
5812	Eating places -----	2 531	621 019	160 065	36 549	42 060
5813	Drinking places (alcoholic beverages) -----	1 310	88 272	13 934	3 708	3 855
591	<b>Drug and proprietary stores -----</b>	<b>536</b>	<b>228 929</b>	<b>33 446</b>	<b>8 090</b>	<b>4 913</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>3 563</b>	<b>457 418</b>	<b>54 573</b>	<b>13 042</b>	<b>8 332</b>
592	Liquor stores -----	401	123 376	7 889	1 954	1 312
594	Miscellaneous shopping goods stores -----	1 291	174 109	23 410	5 448	3 824
5992	Florists -----	268	26 151	5 634	1 315	976

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>St. Louis</b>					
	Retail stores <sup>2</sup> -----	372	183 172	44 073	10 759	8 803
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	(D)	(D)	(D)	(D)
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	(D)	(D)	(D)	(D)
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	Food stores -----	28	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	7	543	67	17	11
56	Apparel and accessory stores -----	76	30 356	5 632	1 365	1 086
561	Men's and boys' clothing and furnishings stores -----	17	6 681	1 361	330	234
562, 3, 8	Women's clothing and specialty stores and furriers -----	27	12 624	2 466	599	461
562	Women's ready-to-wear stores -----	18	11 040	2 069	511	389
565	Family clothing stores -----	5	(D)	(D)	(D)	(D)
566	Shoe stores -----	19	4 987	744	165	125
564, 9	Other apparel and accessory stores -----	8	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	23	12 782	3 077	774	446
5712	Furniture stores -----	8	7 462	1 748	451	263
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	14	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	110	17 603	5 588	1 330	1 496
5812	Eating places -----	79	15 745	5 146	1 209	1 356
5813	Drinking places (alcoholic beverages) -----	31	1 858	442	121	140
591	Drug and proprietary stores -----	9	3 266	622	169	145
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	107	20 894	3 432	782	589
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	54	11 142	1 694	398	322
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>St. Louis*</b>			
	Retail stores <sup>2</sup> -----	14.2	18.1	55.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(NC)	6.1	56.3
525	Hardware stores -----	(NC)	-24.7	64.8
52 ex. 525	Other -----	(D)	54.3	51.7
53	General merchandise group stores -----	(D)	1.5	42.3
531	Department stores <sup>3</sup> -----	2.1	(D)	51.1
533	Variety stores -----	-17.3	-14.2	-31.7
539	Miscellaneous general merchandise stores -----	(D)	(D)	26.0
54	Food stores <sup>4</sup> -----	(D)	20.3	53.8
541	Grocery stores -----	(NA)	23.7	56.1
55 ex. 554	Automotive dealers -----	78.5	24.7	64.2
554	Gasoline service stations -----	(NC)	53.6	72.8
56	Apparel and accessory stores -----	27.8	-0.2	52.6
561	Men's and boys' clothing and furnishings stores -----	(NC)	39.1	40.7
562, 3, 8	Women's clothing and specialty stores and furriers -----	25.9	-12.2	66.7
562	Women's ready-to-wear stores -----	30.0	-5.0	75.1
565	Family clothing stores -----	(NC)	-38.3	27.0
566	Shoe stores -----	31.5	-0.2	43.0
564, 9	Other apparel and accessory stores -----	23.8	105.1	(D)
57	Furniture, home furnishings, and equipment stores -----	(NC)	-5.4	38.6
5712	Furniture stores -----	(D)	-26.1	6.9
5713, 4, 9	Home furnishings stores -----	(D)	35.5	93.0
572, 3	Household appliance, radio, television, and music stores -----	-47.3	22.6	64.8
58	Eating and drinking places -----	87.0	36.2	71.5
5812	Eating places -----	89.3	49.2	88.0
5813	Drinking places (alcoholic beverages) -----	67.4	-10.8	5.9
591	Drug and proprietary stores -----	65.9	14.6	27.5
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	11.9	9.8	50.1
592	Liquor stores -----	(D)	8.6	37.0
594	Miscellaneous shopping goods stores -----	34.0	32.3	72.9
5992	Florists -----	(D)	6.4	36.6

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>St. Louis*</b>					
	Retail stores <sup>1</sup> -----	15.2	2.7	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	2.7	4.5
525	Hardware stores -----	(D)	(D)	(D)	1.2	1.7
52 ex. 525	Other -----	(D)	(D)	(D)	1.5	2.8
53	General merchandise group stores -----	47.1	7.3	44.6	14.4	16.4
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	12.6	14.5
533	Variety stores -----	(D)	(D)	(D)	1.2	0.6
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	0.7	1.2
54	Food stores <sup>3</sup> -----	3.0	0.5	4.5	22.4	22.2
541	Grocery stores -----	2.4	0.4	3.2	20.7	20.7
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	17.6	21.6
554	Gasoline service stations -----	1.2	0.2	0.7	9.2	8.9
56	Apparel and accessory stores -----	54.3	11.2	18.5	5.2	4.4
561	Men's and boys' clothing and furnishings stores -----	75.4	21.2	7.1	1.4	0.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	57.7	11.0	7.6	2.0	1.8
562	Women's ready-to-wear stores -----	56.4	11.0	6.9	1.9	1.7
565	Family clothing stores -----	(D)	(D)	(D)	0.5	0.7
566	Shoe stores -----	49.7	10.7	3.1	1.0	0.8
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.3	0.2
57	Furniture, home furnishings, and equipment stores -----	6.9	1.1	1.8	4.0	4.4
5712	Furniture stores -----	(D)	(D)	(D)	1.9	1.7
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.6	0.8
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	1.5	1.8
58	Eating and drinking places -----	17.5	4.6	15.7	13.7	9.0
5812	Eating places -----	18.5	4.8	14.2	11.7	7.9
5813	Drinking places (alcoholic beverages) -----	11.7	3.5	1.5	1.9	1.1
591	Drug and proprietary stores -----	11.2	2.4	2.6	3.5	2.9
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	23.6	5.1	11.2	7.2	5.8
592	Liquor stores -----	8.5	2.4	1.4	2.5	1.6
594	Miscellaneous shopping goods stores -----	41.2	8.6	7.1	2.6	2.2
5992	Florists -----	(D)	(D)	(D)	0.4	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

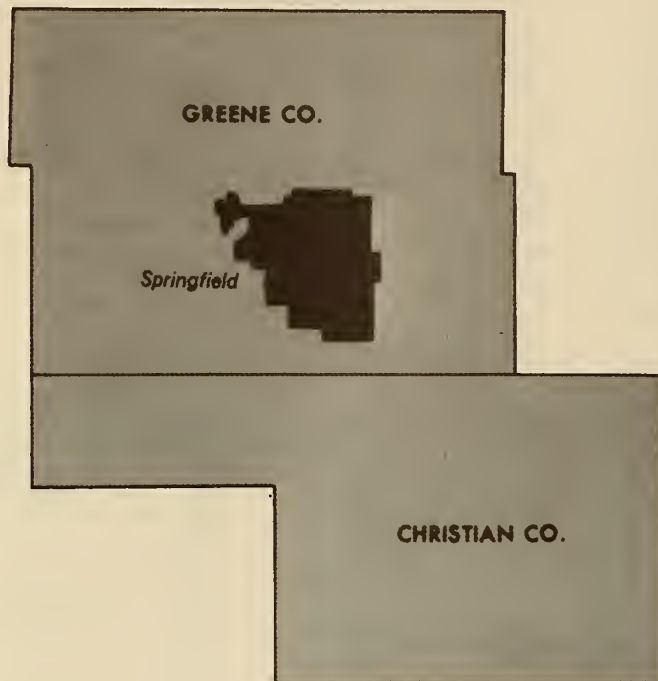
<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

# SPRINGFIELD

## Standard Metropolitan Statistical Area



0 10 20 MILES

## Central Business District

Comprising Census Tract 1

0 1000 2000 3000 FEET





**Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail center No. 1
	<b>Retail stores:<sup>1 2</sup></b>				
	Number -----	1 995	1 575	119	60
	Sales (\$1,000) -----	785 297	675 975	57 135	64 633
	Payroll entire year (\$1,000) -----	86 354	(D)	8 418	8 652
	Paid employees for week including March 12 ---	13 541	(D)	1 242	1 403
54, 58, 591	<b>Convenience goods stores:</b>				
	Number -----	564	447	23	14
	Sales (\$1,000) -----	(D)	(D)	1 994	6 788
53, 56, 57; 594	<b>Shopping goods stores (GAF):<sup>3</sup></b>				
	Number -----	558	464	56	42
	Sales (\$1,000) -----	215 573	(D)	40 531	56 718
52, 55, 59, ex. 591, 4, 6	<b>All other stores:</b>				
	Number -----	873	664	40	4
	Sales (\$1,000) -----	(D)	(D)	14 610	1 127
	<b>Number of Establishments</b>				
	<b>Retail stores<sup>1 2</sup> -----</b>	<b>1 995</b>	<b>1 575</b>	<b>119</b>	<b>60</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>103</b>	<b>81</b>	<b>2</b>	<b>-</b>
525	Hardware stores -----	20	13	1	-
52 ex. 525	Other -----	83	68	1	-
53	<b>General merchandise group stores -----</b>	<b>54</b>	<b>36</b>	<b>5</b>	<b>3</b>
531	Department stores <sup>4</sup> -----	9	9	2	3
533	Variety stores -----	19	14	1	-
539	Miscellaneous general merchandise stores -----	26	13	2	-
54	<b>Food stores<sup>5</sup> -----</b>	<b>195</b>	<b>145</b>	<b>3</b>	<b>5</b>
541	Grocery stores -----	149	107	2	1
55 ex. 554	<b>Automotive dealers -----</b>	<b>237</b>	<b>185</b>	<b>9</b>	<b>1</b>
554	<b>Gasoline service stations -----</b>	<b>213</b>	<b>158</b>	<b>5</b>	<b>-</b>
56	<b>Apparel and accessory stores -----</b>	<b>172</b>	<b>152</b>	<b>21</b>	<b>27</b>
561	Men's and boys' clothing and furnishings stores --	24	22	4	7
562, 3, 8	Women's clothing and specialty stores and furriers -----	59	56	7	8
562	Women's ready-to-wear stores -----	51	48	5	7
565	Family clothing stores -----	23	15	2	2
566	Shoe stores -----	41	38	6	9
564, 9	Other apparel and accessory stores -----	25	21	2	1
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>170</b>	<b>142</b>	<b>14</b>	<b>4</b>
5712	Furniture stores -----	41	33	5	-
5713, 4, 9	Home furnishings stores -----	52	40	2	-
572, 3	Household appliance, radio, television, and music stores -----	77	69	7	4
58	<b>Eating and drinking places -----</b>	<b>339</b>	<b>279</b>	<b>16</b>	<b>8</b>
5812	Eating places -----	280	231	10	8
5813	Drinking places (alcoholic beverages) -----	59	48	6	-
591	<b>Drug and proprietary stores -----</b>	<b>30</b>	<b>23</b>	<b>4</b>	<b>1</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>6</sup> -----</b>	<b>482</b>	<b>374</b>	<b>40</b>	<b>11</b>
592	Liquor stores -----	60	45	3	-
594	Miscellaneous shopping goods stores -----	162	134	16	8
5992	Florists -----	30	23	2	-

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>For all establishments, including those with no payroll.

<sup>3</sup>Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

<sup>4</sup>Includes sales from catalog order desks.

<sup>5</sup>Includes data not covered by SIC 541.

<sup>6</sup>Includes data not covered by SIC's 592, 594, and 5992.



**Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Springfield CBD</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>119</b>	<b>57 135</b>	<b>8 418</b>	<b>1 980</b>	<b>1 242</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>2</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>5</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>3</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
541	Grocery stores -----	2	(D)	(D)	(D)	(D)
55 ex. 554	<b>Automotive dealers -----</b>	<b>9</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
554	<b>Gasoline service stations -----</b>	<b>5</b>	<b>835</b>	<b>76</b>	<b>19</b>	<b>14</b>
56	<b>Apparel and accessory stores -----</b>	<b>21</b>	<b>4 876</b>	<b>994</b>	<b>254</b>	<b>178</b>
561	Men's and boys' clothing and furnishings stores -----	4	2 029	359	93	47
562, 3, 8	Women's clothing and specialty stores and furriers -----	7	1 756	401	93	81
562	Women's ready-to-wear stores -----	5	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	6	258	28	7	5
564, 9	Other apparel and accessory stores -----	2	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>14</b>	<b>7 312</b>	<b>962</b>	<b>235</b>	<b>102</b>
5712	Furniture stores -----	5	5 140	648	156	65
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	<b>Eating and drinking places -----</b>	<b>16</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
5812	Eating places -----	10	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	6	(D)	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>4</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>40</b>	<b>6 277</b>	<b>799</b>	<b>188</b>	<b>147</b>
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	16	(D)	(D)	(D)	(D)
5992	Florists -----	2	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Springfield</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>1 575</b>	<b>675 975</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>81</b>	<b>61 611</b>	<b>5 596</b>	<b>1 227</b>	<b>570</b>
525	Hardware stores -----	13	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	68	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>36</b>	<b>(D)</b>	<b>13 163</b>	<b>2 914</b>	<b>2 022</b>
531	Department stores <sup>3</sup> -----	9	99 559	12 184	2 705	1 830
533	Variety stores -----	14	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	13	7 076	(D)	(D)	(D)
54	<b>Food stores<sup>4</sup> -----</b>	<b>145</b>	<b>118 101</b>	<b>10 929</b>	<b>2 805</b>	<b>1 264</b>
541	Grocery stores -----	107	111 458	10 003	2 579	1 076
55 ex. 554	<b>Automotive dealers -----</b>	<b>185</b>	<b>139 391</b>	<b>11 852</b>	<b>2 746</b>	<b>938</b>
554	<b>Gasoline service stations -----</b>	<b>158</b>	<b>43 956</b>	<b>3 378</b>	<b>807</b>	<b>600</b>
56	<b>Apparel and accessory stores -----</b>	<b>152</b>	<b>35 238</b>	<b>5 081</b>	<b>1 259</b>	<b>888</b>
561	Men's and boys' clothing and furnishings stores -----	22	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	56	12 248	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	48	11 284	(D)	(D)	(D)
565	Family clothing stores -----	15	6 612	(D)	(D)	(D)
566	Shoe stores -----	38	6 217	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	21	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>142</b>	<b>40 232</b>	<b>4 968</b>	<b>1 170</b>	<b>562</b>
5712	Furniture stores -----	33	11 209	1 403	323	158
5713, 4, 9	Home furnishings stores -----	40	11 443	1 501	341	160
572, 3	Household appliance, radio, television, and music stores -----	69	17 580	2 064	506	244
58	<b>Eating and drinking places -----</b>	<b>279</b>	<b>62 505</b>	<b>15 985</b>	<b>3 711</b>	<b>4 141</b>
5812	Eating places -----	231	58 329	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	48	4 176	(D)	(D)	(D)
591	<b>Drug and proprietary stores -----</b>	<b>23</b>	<b>(D)</b>	<b>2 095</b>	<b>510</b>	<b>305</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>5</sup> -----</b>	<b>374</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
592	Liquor stores -----	45	11 250	704	164	135
594	Miscellaneous shopping goods stores -----	134	19 192	2 448	584	480
5992	Florists -----	23	2 150	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Springfield, Mo., SMSA</b>					
	Retail stores <sup>2</sup> -----	1 995	785 297	86 354	20 369	13 541
52	Building materials, hardware, garden supply, and mobile home dealers -----	103	66 984	6 217	1 348	642
525	Hardware stores -----	20	5 949	833	181	112
52 ex. 525	Other -----	83	61 035	5 384	1 167	530
53	General merchandise group stores -----	54	116 400	13 749	3 056	2 116
531	Department stores <sup>3</sup> -----	9	99 559	12 184	2 705	1 830
533	Variety stores -----	19	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	26	(D)	(D)	(D)	(D)
54	Food stores <sup>4</sup> -----	195	134 840	12 176	3 079	1 417
541	Grocery stores -----	149	127 791	11 202	2 851	1 227
55 ex. 554	Automotive dealers -----	237	187 021	14 470	3 444	1 213
554	Gasoline service stations -----	213	57 777	4 039	976	708
56	Apparel and accessory stores -----	172	37 081	5 336	1 333	939
561	Men's and boys' clothing and furnishings stores -----	24	8 482	1 483	415	210
562, 3, 8	Women's clothing and specialty stores and furriers -----	59	12 336	1 518	338	310
562	Women's ready-to-wear stores -----	51	11 372	(D)	(D)	(D)
565	Family clothing stores -----	23	7 369	1 204	322	217
568	Shoe stores -----	41	6 299	855	200	144
564, 9	Other apparel and accessory stores -----	25	2 595	276	58	58
57	Furniture, home furnishings, and equipment stores -----	170	41 848	5 151	1 206	584
5712	Furniture stores -----	41	11 828	1 453	331	164
5713, 4, 9	Home furnishings stores -----	52	12 133	1 609	365	174
572, 3	Household appliance, radio, television, and music stores -----	77	17 887	2 089	510	246
58	Eating and drinking places -----	339	67 274	16 911	3 922	4 520
5812	Eating places -----	280	62 796	16 189	3 734	4 287
5813	Drinking places (alcoholic beverages) -----	59	4 478	722	188	233
591	Drug and proprietary stores -----	30	(D)	2 202	532	322
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	482	(D)	6 103	1 473	1 080
592	Liquor stores -----	60	13 314	786	188	154
594	Miscellaneous shopping goods stores -----	162	20 244	2 541	616	511
5992	Florists -----	30	2 485	478	112	105

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.



Table 5. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972**

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments <sup>1</sup> (number)	Sales <sup>1</sup> (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	<b>Springfield</b>					
	<b>Retail stores<sup>2</sup> -----</b>	<b>142</b>	<b>68 418</b>	<b>10 019</b>	<b>2 283</b>	<b>1 968</b>
52	<b>Building materials, hardware, garden supply, and mobile home dealers -----</b>	<b>4</b>	<b>1 348</b>	<b>168</b>	<b>51</b>	<b>28</b>
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	<b>General merchandise group stores -----</b>	<b>6</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
531	Department stores <sup>3</sup> -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	3	1 550	244	56	62
539	Miscellaneous general merchandise stores -----	-	-	-	-	-
54	<b>Food stores -----</b>	<b>5</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>	<b>(D)</b>
55 ex. 554	<b>Automotive dealers -----</b>	<b>14</b>	<b>22 726</b>	<b>1 862</b>	<b>421</b>	<b>216</b>
554	<b>Gasoline service stations -----</b>	<b>4</b>	<b>255</b>	<b>31</b>	<b>6</b>	<b>6</b>
56	<b>Apparel and accessory stores -----</b>	<b>24</b>	<b>5 468</b>	<b>1 144</b>	<b>279</b>	<b>281</b>
561	Men's and boys' clothing and furnishings stores -----	5	1 104	263	60	48
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	3 075	594	153	188
562	Women's ready-to-wear stores -----	8	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	400	74	19	13
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	<b>Furniture, home furnishings, and equipment stores -----</b>	<b>20</b>	<b>5 467</b>	<b>938</b>	<b>182</b>	<b>164</b>
5712	Furniture stores -----	8	3 753	672	125	81
5713, 4, 9	Home furnishings stores -----	3	187	39	6	4
572, 3	Household appliance, radio, television, and music stores -----	9	1 527	227	51	79
58	<b>Eating and drinking places -----</b>	<b>23</b>	<b>2 661</b>	<b>746</b>	<b>174</b>	<b>312</b>
5812	Eating places -----	17	2 119	625	151	285
5813	Drinking places (alcoholic beverages) -----	6	542	121	23	27
591	<b>Drug and proprietary stores -----</b>	<b>6</b>	<b>2 165</b>	<b>408</b>	<b>97</b>	<b>77</b>
59 ex. 591, 6	<b>Miscellaneous retail stores<sup>4</sup> -----</b>	<b>36</b>	<b>5 003</b>	<b>792</b>	<b>198</b>	<b>164</b>
592	Liquor stores -----	4	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	13	3 112	474	121	109
5992	Florists -----	1	(D)	(D)	(D)	(D)

<sup>1</sup>For all establishments, including those with no payroll.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 <sup>1</sup>		
		Central business district	City	Standard metropolitan statistical area
	<b>Springfield</b>			
	Retail stores <sup>2</sup> -----	-16.5	62.8	67.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	116.3	83.3
525	Hardware stores -----	1.2	66.6	(D)
52 ex. 525	Other -----	-44.4	121.3	(D)
53	General merchandise group stores -----	12.5	(D)	41.2
531	Department stores <sup>3</sup> -----	19.9	(D)	42.7
533	Variety stores -----	(D)	(D)	-31.6
539	Miscellaneous general merchandise stores -----	(D)	(D)	78.8
54	Food stores <sup>4</sup> -----	(NC)	68.9	66.5
541	Grocery stores -----	(NA)	66.7	64.3
55 ex. 554	Automotive dealers -----	(D)	60.3	86.4
554	Gasoline service stations -----	227.5	77.7	81.2
56	Apparel and accessory stores -----	-10.8	38.9	40.6
561	Men's and boys' clothing and furnishings stores -----	83.8	36.9	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	-42.9	11.7	11.9
562	Women's ready-to-wear stores -----	-55.0	(D)	(D)
565	Family clothing stores -----	-25.5	(NC)	(NC)
566	Shoe stores -----	-35.5	(D)	13.5
564, 9	Other apparel and accessory stores -----	69.8	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	33.7	55.1	57.9
5712	Furniture stores -----	37.0	19.3	23.3
5713, 4, 9	Home furnishings stores -----	(D)	55.0	58.2
572, 3	Household appliance, radio, television, and music stores -----	(D)	92.1	93.5
58	Eating and drinking places -----	(D)	81.6	80.6
5812	Eating places -----	(D)	85.8	85.6
5813	Drinking places (alcoholic beverages) -----	(D)	38.0	31.1
591	Drug and proprietary stores -----	(D)	21.6	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>5</sup> -----	25.5	64.3	(D)
592	Liquor stores -----	6.4	(D)	76.7
594	Miscellaneous shopping goods stores -----	(D)	57.8	58.2
5992	Florists -----	2.2	41.5	40.9

<sup>1</sup>Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

<sup>2</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>3</sup>Includes sales from catalog order desks.

<sup>4</sup>Includes data not covered by SIC 541.

<sup>5</sup>Includes data not covered by SIC's 592, 594, and 5992.

**Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	<b>Springfield</b>					
	Retail stores <sup>1</sup> -----	8.5	7.3	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers-----	(D)	(D)	(D)	9.1	8.5
525	Hardware stores-----	(D)	(D)	(D)	(D)	0.8
52 ex. 525	Other-----	(D)	(D)	(D)	(D)	7.8
53	General merchandise group stores-----	21.9	(D)	(D)	(D)	14.8
531	Department stores <sup>2</sup> -----	(D)	(D)	(D)	14.7	12.7
533	Variety stores-----	(D)	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	(D)	0.3	(D)	1.0	(D)
54	Food stores <sup>3</sup> -----	(D)	(D)	(D)	17.5	17.2
541	Grocery stores-----	(D)	(D)	(D)	16.5	16.3
55 ex. 554	Automotive dealers-----	(D)	(D)	(D)	20.6	23.8
554	Gasoline service stations-----	1.9	1.4	1.5	6.5	7.4
56	Apparel and accessory stores-----	13.8	13.1	8.5	5.2	4.7
561	Men's and boys' clothing and furnishings stores-----	(D)	23.9	3.6	(D)	1.1
562, 3, 8	Women's clothing and specialty stores and furriers-----	14.3	14.2	3.1	1.8	1.6
562	Women's ready-to-wear stores-----	(D)	(D)	(D)	1.7	1.4
565	Family clothing stores-----	(D)	(D)	(D)	1.0	0.9
566	Shoe stores-----	4.1	4.1	0.5	0.9	0.8
564, 9	Other apparel and accessory stores-----	15.7	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores-----	18.2	17.5	12.8	6.0	5.3
5712	Furniture stores-----	45.9	43.5	9.0	1.7	1.5
5713, 4, 9	Home furnishings stores-----	(D)	(D)	(D)	1.7	1.5
572, 3	Household appliance, radio, television, and music stores-----	(D)	(D)	(D)	2.6	2.3
58	Eating and drinking places-----	(D)	(D)	(D)	9.2	8.6
5812	Eating places-----	(D)	(D)	(D)	8.6	8.0
5813	Drinking places (alcoholic beverages)-----	(D)	(D)	(D)	0.6	0.6
591	Drug and proprietary stores-----	1.9	1.8	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores <sup>4</sup> -----	(D)	(D)	11.0	(D)	(D)
592	Liquor stores-----	(D)	(D)	(D)	1.7	1.7
594	Miscellaneous shopping goods stores-----	(D)	(D)	(D)	2.8	2.6
5992	Florists-----	(D)	(D)	(D)	0.3	0.3

<sup>1</sup>Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

<sup>2</sup>Includes sales from catalog order desks.

<sup>3</sup>Includes data not covered by SIC 541.

<sup>4</sup>Includes data not covered by SIC's 592, 594, and 5992.



## APPENDIX A. General Explanation

### CENSUS COVERAGE AND METHODOLOGY

**Structure and method of enumeration**—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

- a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.

- b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

- a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.
- b. The 10-percent sample of small employers referred to in section 1b above.

**Method of classifying kinds of business**—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.<sup>1</sup> However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

- a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.

- b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

### COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

**Geographic areas**—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

<sup>1</sup>Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

**Classifications**—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

**Sales**—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

**Legal form of organization**—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

## EXPLANATION OF TERMS

**Establishments**—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

**Sales**—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.



**Payroll entire year**—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

**Payroll first quarter**—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

**Paid employees for week including March 12**—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

**Central administrative offices and auxiliaries**—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

## KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

### Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

**Hardware stores (SIC 525)**—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.



## General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

**Department stores (SIC 531)**—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

**Variety stores (SIC 533)**—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

**Miscellaneous general merchandise stores (SIC 539)**—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

## Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

**Grocery stores (SIC 541)**—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

## Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

**Gasoline service stations (SIC 554)**—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

## Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

**Men's and boys' clothing and furnishings stores (SIC 561)**—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

**Women's ready-to-wear stores (SIC 562)**—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

**Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)**—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

**Family clothing stores (SIC 565)**—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

**Shoe stores (SIC 566)**—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

**Other apparel and accessory stores (SIC 564 and 569)**—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

## **Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)**

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

**Furniture stores (SIC 5712)**—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

**Home furnishings stores (SIC 5713, 5714, and 5719)**—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

**Household appliance, radio, television, and music stores (SIC 572 and 573)**—Comprise the following industries:

*Household appliance stores (SIC 572)*—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

*Radio and television stores (SIC 5732)*—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

*Record shops (SIC 5733 pt.)*—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

*Musical instrument stores (SIC 5733 pt.)*—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

## **Eating and Drinking Places (SIC Major Group 58)**

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

**Eating places (SIC 5812)**—Includes retail establishments which sell prepared foods and beverages for consumption on or near



the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

**Drinking places (alcoholic beverages) (SIC 5813)**—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

### **Miscellaneous Retail Stores (SIC Major Group 59)**

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

**Drug and proprietary stores (SIC 591)**—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

**Liquor stores (SIC 592)**—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

**Miscellaneous shopping goods stores (SIC 594)**—Comprises the following industries:

*General line sporting goods stores (SIC 5941 pt.)*—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

*Specialty line sporting goods stores (SIC 5941 pt.)*—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

*Book stores (SIC 5942)*—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

*Stationery stores (SIC 5943)*—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

*Jewelry stores (SIC 5944)*—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

*Hobby, toy, and game shops (SIC 5945)*—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

*Camera and photographic supply stores (SIC 5946)*—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

*Gift, novelty, and souvenir shops (SIC 5947)*—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

*Luggage and leather goods stores (SIC 5948)*—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

*Sewing, needlework, and piece goods stores (SIC 5949)*—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

**Florists (SIC 5992)**—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

**Nonstore retailers (SIC 596)**—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.



## APPENDIX B. General Questions

U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS

### 1977 CENSUS OF DISTRIBUTIVE TRADES (RETAIL)

*Important* - PLEASE READ ALL ACCOMPANYING INSTRUCTIONS

Please complete this  
form and RETURN TO

BUREAU OF THE CENSUS  
1201 East Tenth Street  
Jeffersonville, Indiana 47132

Census use only	Unit No.	Item code	Unit No.	Item code	Unit No.	Item code

**NOTICE** - Response to this Inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

In correspondence pertaining to this report,  
please refer to this Census File Number

Employer identification  
Number

Please correct errors in name, address and ZIP code. ENTER street end number if not shown.

**Item 1 - PHYSICAL LOCATION OF ESTABLISHMENT** - In order to assign this establishment to the correct geographic area, the Bureau of the Census must know the actual location which may differ from the mailing address. Complete Items a through g.

**a.** Address number and street name of physical location - If not known, enter building name, shopping center name, or other physical location description. Do not enter P.O. box or rural route.

Mark (X) for a, b, c, and d if same as mailing label; if different show corrections.

Same as  
mailing  
label ☐ OR ▶

**b.** Name of city, town, village, borough, etc. of physical location

Same as  
mailing  
label ☐ OR ▶

**c.** State

Same as  
mailing  
label ☐ OR ▶

**d.** ZIP code

Same as  
mailing  
label ☐ OR ▶

**e.** Type of municipality 1 ☐ City 4 ☐ Borough 7 ☐ Other - Specify

2 ☐ Town 5 ☐ Township

Mark (X) one 3 ☐ Village 6 ☐ Unincorporated 8 ☐ Don't know

**f.** Is this establishment located inside the legal boundaries of the city, town, village, etc., indicated in 1b?

1 ☐ Yes

2 ☐ No

**NOTE** - The area served by a post office generally does not coincide with the legal boundaries of the municipality from which the post office takes its name.

3 ☐ No legal boundaries

4 ☐ Don't know

**g.** Name of county (Louisiana parish) of physical location

#### Item 2 - EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification (EI) Number printed in the upper right of the address box the SAME as that used for this establishment on its latest 1977 Employer's Quarterly Federal Tax Return, Treasury Form 941?

☐ YES

☐ NO - Enter current EI number →

(9 digits)

#### Item 3 - OPERATIONAL STATUS

**a.** Mark (X) the ONE box which best describes this establishment at the end of 1977.

001 1 ☐ In operation

2 ☐ Temporarily or seasonally inactive

3 ☐ Ceased operation - Give date

4 ☐ Sold or leased to another operator } Give date AND name, etc.

Figures only

Month	Day	Year

Name of new owner or operator

Number and street

City

State

ZIP code

**b.** How many months during 1977 did this firm or organization actively operate this establishment?

Number of months

002

#### Item 4 - ORGANIZATIONAL STATUS

**a.** Mark (X) the ONE box which best describes this establishment during 1977.

003 1 ☐ Individual proprietorship

2 ☐ Partnership

3 ☐ Cooperative association

4 ☐ Governmental - Specify

5 ☐ Corporation (other than specified above)

6 ☐ Other - Specify

**b.** Was all or part of the income of this establishment or organization exempt from Federal income taxes under Section 501 or 521 of the Internal Revenue Code?

004

1 ☐ YES

2 ☐ NO

Dollar figures should be reported as illustrated. Please be careful to enter the figures in the correct columns. See example below:

EXAMPLE: If figure is \$1,125,628.28

• PREFERRED method . . . . .  
Acceptable method . . . . .

Mil- lions (000)	Thou- sands (000)	Dol- lars (000)
1	125	
1	125	628

*Important - Please read*

#### Item 5 - DOLLAR VOLUME OF BUSINESS IN 1977

**a.** Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected

Mil. Thou. Dol.

010

**b.** Were sales (or other) taxes collected from customers and forwarded to taxing authorities?

011 1 ☐ YES

2 ☐ NO

If "YES," report the amount of such taxes

Mil. Thou. Dol.

012

(DO NOT include taxes in 5a above)

**c.** TOTAL SALES and other operating receipts including sales (or other) taxes (Sum of 5a and 5b above)

013

#### Item 6 - PAYROLL AND EMPLOYMENT

**a.** Payroll

Mil. Thou. Dol.

030

(1) Total ANNUAL payroll in 1977 before deductions

031

(2) Payroll for the FIRST QUARTER of 1977

**b.** Employment - Number of paid employees for the pay period including the 12th of the month (Include both full- and part-time employees)

032 MAR

033 MAY

034 AUG

035 NOV

**Item 7 – METHOD OF SELLING** – Mark (X) the ONE box which best describes this establishment's principal method of selling.

300  
 1 ☐ Selling at this establishment    2 ☐ Mail order (catalog selling)    3 ☐ House-to-house or telephone (direct selling)    4 ☐ Operating merchandise vending machines

**Item 8 – DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM** 302

a. Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm? Mark "YES" if ■ Customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment. 1 ☐ YES  
 2 ☐ NO

b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm. Name of establishment \_\_\_\_\_ Kind of business \_\_\_\_\_

**Item 9 – DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT**

a. Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 1977? 304  
 (Exclude coin-operated amusement or vending machine space leased to others)  
 Mark "YES" if ■ Any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.  
 ■ Any department is operated by a subsidiary firm or the parent firm. 1 ☐ YES → Enter number – List each one in b below  
 2 ☐ NO – SKIP to item 10

b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

Line No.	Name of owner or trading name of department or concession (a)	Census use only 306	Kind of business of department or concession (b)	Estimated sales and receipts (Exclude sales and other taxes) (c)			Are sales included in Item 5a? (d)	Is payroll included in Item 6? (e)
				307 Mil.	Thou.	Dol.		
305 1		306		307			308 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305 2		306		307			308 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
305 3		306		307			308 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO

**Item 15 – OWNERSHIP OR CONTROL** – Refer to instructions for definitions of ownership and control.

Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.

a. Is this company owned or controlled by another company? 1 ☐ YES → Owning or controlling company  
 2 ☐ NO EI No. (9 digits) \_\_\_\_\_

b. Does this company own or control any other company or companies? 1 ☐ YES → Owned or controlled company  
 2 ☐ NO EI No. (9 digits) \_\_\_\_\_

**Item 16 – LOCATIONS OF OPERATION**

a. Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977? (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.) 1 ☐ YES – Answer (b) and (c)  
 2 ☐ NO – Do not complete (b) and (c) below. Review your report for completeness and accuracy and return.

Number of locations \_\_\_\_\_

b. At how many separate locations were these operations conducted during 1977? \_\_\_\_\_

c. List each location – including main location. If more space is needed, attach a separate sheet providing the same information required below.

Census use only 080	Physical location of each operation Name, address and ZIP code (a)			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location Describe (d)
	Name	Number and street of physical location	City State ZIP code	Sales and receipts	Total annual payroll	1st quarter payroll	081	082	
							084 MAR	085 MAY	
							086 AUG	087 NOV	
									088 Census use only

Census use only 080	Physical location of each operation Name, address and ZIP code (a)			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location Describe (d)
	Name	Number and street of physical location	City State ZIP code	Sales and receipts	Total annual payroll	1st quarter payroll	081	082	
							084 MAR	085 MAY	
							086 AUG	087 NOV	
									088 Census use only

**TOTALS** (Sum of entries should equal corresponding entries in items 5a and 6 on page 1)

			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)	
			Sales and receipts	Total annual payroll	1st quarter payroll	MAR	MAY
						AUG	NOV



## APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
<b>52</b>	<b>BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS</b>		<b>56</b>	<b>APPAREL AND ACCESSORY STORES</b>	
5211	Lumber and other building materials dealers . . .	52A	5611	Men's and boys' clothing and furnishings stores . . . . .	56
5231	Paint, glass, and wallpaper stores . . . . .	52B	5621	Women's ready-to-wear stores . . . . .	56
5251	Hardware stores . . . . .	52B	5631 PT.	Millinery stores . . . . .	56
5261	Retail nurseries, lawn and garden supply stores . . . . .	52B	5631 PT.	Corset and lingerie stores . . . . .	56
5271	Mobile home dealers . . . . .	52C	5631 PT.	Other women's accessory, specialty stores . . . .	56
<b>53</b>	<b>GENERAL MERCHANDISE GROUP STORES</b>		5641	Children's and infants' wear stores . . . . .	56
5311	Department stores . . . . .	53A	5651	Family clothing stores . . . . .	56
5331	Variety stores . . . . .	53B	5661 PT.	Men's shoe stores . . . . .	56
5399	Miscellaneous general merchandise stores . . . .	53A	5661 PT.	Women's shoe stores . . . . .	56
			5661 PT.	Children's and juveniles' shoe stores . . . . .	56
			5661 PT.	Family shoe stores . . . . .	56
<b>54</b>	<b>FOOD STORES</b>		5681	Furriers and fur shops . . . . .	56
5411	Grocery stores . . . . .	54	5699	Miscellaneous apparel and accessory stores . . . .	56
5422	Freezer and locker meat provisioners . . . . .	54			
5423 PT.	Meat markets . . . . .	54	<b>57</b>	<b>FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES</b>	
5423 PT.	Fish (seafood) markets . . . . .	54	5712	Furniture stores . . . . .	57A
5431	Fruit stores and vegetable markets . . . . .	54	5713	Floor covering stores . . . . .	57B
5441	Candy, nut, and confectionery stores . . . . .	54	5714	Drapery, curtain, and upholstery stores . . . . .	57B
5451	Dairy products stores . . . . .	54	5719	Miscellaneous home furnishings stores . . . . .	57B
5462	Retail bakeries—baking and selling . . . . .	54	5722	Household appliance stores . . . . .	57A
5463	Retail bakeries—selling only . . . . .	54	5732	Radio and television stores . . . . .	57A
5499	Miscellaneous food stores . . . . .	54	5733 PT.	Record shops . . . . .	57B
			5733 PT.	Musical instrument stores . . . . .	57B
<b>55</b>	<b>AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS</b>		<b>58</b>	<b>EATING AND DRINKING PLACES</b>	
5511 PT.	Dealers with domestic car franchise only . . . .	55A	5812 PT.	Restaurants and lunchrooms . . . . .	58
5511 PT.	Dealers with imported car franchise only . . . .	55A	5812 PT.	Social caterers . . . . .	58
5511 PT.	Dealers with domestic, import car franchises . .	55A	5812 PT.	Cafeterias . . . . .	58
5521	Motor vehicle dealers—used cars only . . . . .	55A	5812 PT.	Refreshment places . . . . .	58
5531 PT.	Tire, battery, and accessory dealers . . . . .	55B	5812 PT.	Contract feeding . . . . .	58
5531 PT.	Other auto and home supply stores . . . . .	55B	5812 PT.	Ice cream, frozen custard stands . . . . .	58
5541	Gasoline service stations . . . . .	55D	5813	Drinking places (alcoholic beverages) . . . . .	58
5551	Boat dealers . . . . .	55C			
5561	Recreational and utility trailer dealers . . . . .	55C			
5571	Motorcycle dealers . . . . .	55C			
5599	Automotive dealers, n.e.c. . . . .	55C			



SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
59	<b>MISCELLANEOUS RETAIL STORES</b>			<b>MISCELLANEOUS RETAIL STORES—Con.</b>	
5912 PT.	Drug stores .....	59A	5962	Automatic merchandising machine operators .....	58
5912 PT.	Proprietary stores .....	59A			
5921	Liquor stores .....	59G			
5931	Used merchandise stores .....	59G	5963 PT.	Furniture, home furnishings, equipment— direct selling .....	57A
5941 PT.	General line sporting goods stores .....	59C	5963 PT.	Mobile food service—direct selling .....	58
5941 PT.	Specialty line sporting goods stores .....	59C	5963 PT.	Books and stationery—direct selling .....	59B
5942	Book stores .....	59B	5963 PT.	Other direct selling .....	59G
5943	Stationery stores .....	59B	5982	Fuel and ice dealers, n.e.c. ....	59E
5944	Jewelry stores .....	59D	5983	Fuel oil dealers .....	59E
			5984	Liquefied petroleum gas (bottled gas) dealers ..	59E
5945	Hobby, toy, and game shops .....	59B	5992	Florists .....	59F
5946	Camera and photographic supply stores .....	59B	5993	Cigar stores and stands .....	59G
5947	Gift, novelty, and souvenir shops .....	59B	5994	News dealers and newsstands .....	59G
5948	Luggage and leather goods stores .....	59B	5999 PT.	Pet shops .....	59G
5949	Sewing, needlework, and piece goods stores .....	59B	5999 PT.	Typewriter stores .....	59B
			5999 PT.	Optical goods stores .....	59G
5961 PT.	Department store merchandise—mail order ....	53A	5999 PT.	Other retail stores, n.e.c. ....	59G
5961 PT.	General merchandise, n.e.c.—mail order .....	53A			
5961 PT.	Other mail-order houses .....	53A			

## APPENDIX D. Standard Metropolitan Statistical Areas

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

### COLUMBIA SMSA

Coextensive with Boone County, Mo.

### KANSAS CITY, MO.-KANS., SMSA

Consists of Cass, Clay, Jackson, Platte, and Ray Counties, Mo., and Johnson and Wyandotte Counties, Kans.

### ST. JOSEPH SMSA

Consists of Andrew and Buchanan Counties, Mo.

### ST. LOUIS, MO.-ILL., SMSA

Consists of St. Louis city,<sup>1</sup> and Franklin, Jefferson, St. Charles, and St. Louis Counties, Mo., and Clinton, Madison, Monroe, and St. Clair Counties, Ill.

### SPRINGFIELD SMSA

Consists of Christian and Greene Counties, Mo.

---

<sup>1</sup> Independent of any county and considered a county equivalent.





## APPENDIX E. Major Retail Centers

### KANSAS CITY, MO.-KANS., SMSA

MRC No. 1—Includes the planned center known as "Blue Ridge Center" and establishments in the area bounded by Interstate 70, Blue Ridge Blvd., 43rd St., and Sterling Ave. (Kansas City, Mo.) (In tract 107.02)

MRC No. 2—Includes the planned centers known as "Country Club Plaza" and "Seville Square" and establishments in the area bounded by 46th St., J. C. Nichols Pkwy., Ward Pkwy. and Madison St. (Kansas City, Mo.) (In tract 73)

MRC No. 3—Includes the planned center known as "Oak Park Mall" and establishments in the area bounded by West 95th St., Farley Cir., West 97th St., and Halsey St. (Overland Park, Kans.) (In tracts 524.02 and 519.04)

MRC No. 4—Includes the planned center known as "Truman Corners" and establishments in the area bounded by Blue Ridge Blvd., U.S. Highway 71 South and 125th St. (Grandview, Mo.) (In tract 133.01)

MRC No. 5—Includes the planned center known as "Crown Center" and establishments in the area bounded by Pershing Rd., Gillham St., 26th St., and Main St. (Kansas City, Mo.) (In tracts 43 and 44)

MRC No. 6—Includes the planned center known as "Prairie Village Shopping Center" and establishments in the area bounded by Tomahawk St., Mission Rd. and W. 71st St. (Prairie Village, Kans.) (In tract 510)

MRC No. 7—Includes the planned center known as "Metro North Shopping Center" and establishments in the area bounded by Northwest 87th St., North Baltimore Ave., Barry Rd. (M 152 Highway), and NW. Arrowhead Trafficway (U.S. Hwy. 169). (Kansas City, Mo.) (In tract 212.01)

MRC No. 8—Includes the planned center known as "Antioch Center" and establishments in the area bounded by Northeast Chouteau Trafficway, Northeast Vivion Rd. and North Antioch Rd. (Kansas City, Mo.) (In tracts 203, 204 and 209.01)

MRC No. 9—Includes the planned centers known as "Georgetown Shopping Center" and "J.C. Penney" and establishments in the area bounded by 74th St., east property line of the center, 75th St. and Interstate Highway 35. (Merriam and Overland Park, Kans.) (In tracts 519.01 and 520.01)

MRC No. 10—Includes the planned center known as "Ward Parkway Shopping Center" and establishments in the area bounded by West 85th St., Ward Pkwy., 89th St. and State Line Rd. (Kansas City, Mo.) (In tract 99)

### KANSAS CITY, MO.-KANS., SMSA—Con.

MRC No. 11—Includes the planned center known as "Independence Shopping Center" at the intersection of Missouri 291 and 39th St. (Independence, Mo.) (In tract 147)

MRC No. 12—Includes the planned center known as "The Landing" and establishments in the area bounded by 63rd St., Paseo Ave., East Meyer Blvd., and Troost Ave. (Kansas City, Mo.) (In tracts 81 and 87)

MRC No. 13—Includes the establishments in the area bounded by 21st Ave., Howell St., 18th Ave., and Swift St. (North Kansas City, Mo.) (In tracts 200 and 201)

MRC No. 14—Includes the planned center known as "Noland South Shopping Center" and establishments on South Noland Rd. from 35th St. to U.S. Hwy. 400. (Independence and Kansas City, Mo.) (In tracts 122, 124, 145 and 146.01)

MRC No. 15—Includes the establishments in the area bounded by West Truman Rd., North and South Lynn St., West Kansas Ave., and North Spring St. (Independence, Mo.) (In tract 116)

MRC No. 16—Includes the planned centers known as "Indian Creek Shopping Center" and "Metcalf 103 Shopping Center" and establishments on Metcalf Ave. from 103rd St. to Interstate 435. (Overland Park, Kans.) (In tracts 518.04 and 518.05)

MRC No. 17—Includes the planned center known as "Tower Plaza Shopping Center" and establishments on State Ave. from Interstate 635 to 37th St. (Kansas City, Kans.) (In tracts 413, 414 and 415)

MRC No. 18—Includes the planned center known as "Wyandotte Plaza" and establishments on State Ave. from 75th Pl. to 79th St. (Kansas City, Kans.) (In tracts 441.01, 441.02, 441.03 and 441.04)

MRC No. 19—Includes the planned centers known as "Mission Mart Shopping Center," "Mission West Shopping Center," and "Mission Shopping Center" and establishments on Johnson Dr. and Martway from Nall Ave. to Roe Ave. (Mission, Kans.) (In tract 503.02)

MRC No. 20—Includes the planned centers known as "Windmill Square Shopping Center" and "Metcalf South Shopping Center" and establishments on Metcalf Ave. from West 98th St. to West 93rd St. and on West 97th St. from Metcalf Ave. to Glenwood Mall Ave. (Overland Park, Kans.) (In tracts 518.02, 518.04 and 518.05)



## PUBLICATION PROGRAM

### 1977 CENSUS OF RETAIL TRADE

Publications of the 1977 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

### Final Reports

#### Geographic Area series—52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

#### Subject series—2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquefied petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

#### Major Retail Center series—49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

#### Merchandise Line Sales—1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

### Final Report Volumes

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L.
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

### Microfiche

In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports are available on microfiche.

### Computer Tapes

Public-use computer tapes contain the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data.

## OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned businesses, women-owned businesses, and transportation also are issued as part of the 1977 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.



Superintendent of Documents  
U.S. Government Printing Office  
Washington, D.C. 20402

Official Business

Penalty for Private Use, \$300

Postage and Fees Paid  
U.S. Department  
of Commerce  
Special Fourth-Class  
Rate—Book  
COM-202

